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CBS PROGRAM BOOK · SPRING, 1946

THE COVER: *From the antenna (white circle) of its new high frequency television transmitter, W2XCS, in the cone of New York's Chrysler Building, CBS has broadcast its notable demonstrations of high-definition television pictures in full natural color (See Page 31). A similar antenna occupies a comparable position on the opposite side of the cone. Visible above the high frequency antenna are the T-shaped prongs of Columbia's low-frequency antenna broadcasting the weekly black and white television programs from Station WCBW.*

SPRING, 1946

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: page 4

CBS PACIFIC NETWORK SPONSORED PROGRAMS: page 16

CBS SUSTAINING PROGRAMS: page 20

Published quarterly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York 22, N.Y.

March 15, 1946

COLUMBIA NETWORK CLIENTS

AUTOMOTIVE

CHRYSLER CORPORATION:
Motor Cars, Institutional . . . . . Page 7

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Spark Plugs, Batteries, Ignition Systems, Auto Accessories . . . . . Page 8

FORD MOTOR CO.:
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Nash Cars and Refrigerators . . . . . Page 12

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P. LORILLARD COMPANY:
Old Gold Cigarettes . . . . . Page 12

PHILIP MORRIS & COMPANY, LTD., INC.:
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Camel Cigarettes,
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CONFECTIONERY

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Candy . . . . . Page 8

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Chocolate Products and Chocolate . . . Page 17

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Chewing Gum . . . . . Page 16

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Bayer Aspirin . . . . . Page 5

BOURJOIS, INC.:
Evening in Paris Face Powder . . . . Page 5

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All Products . . . . . Page 6

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(See also Laundry Soaps & Household Supplies)
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Face Powder, Face Cream, Rouge, Lipstick and Nail Polish . . . . Page 11

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Moving and Storage Services . . . . . Page 18

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CBS SPONSORED PROGRAMS

"Weeks on CBS" as of March 1, 1946

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
AMERICAN HOME FOODS, INC. *(28th Week on CBS)* **Give and Take** *Audience participation*	Saturday 10:00–10:30 a.m. *Rebroadcast 2:30–3:00 p.m.* 145 CBS stations ORIGINATES: WABC	Chef Boy-Ar-Dee Spaghetti Dinner *McJunkin Adv. Co.*
AMERICAN OIL COMPANY *(334th Week on CBS)* **Edward R. Murrow** *News*	Sunday 1:45–2:00 p.m. 61 CBS stations ORIGINATES: WABC	Amoco-Gas, American Gas and Services *Joseph Katz Company*
AMERICAN TOBACCO COMPANY *(513th Week on CBS)* **Your Hit Parade** Mark Warnow's Orchestra, Johnny Mercer, Joan Edwards, The Hit Paraders *Music*	Saturday 9:00–9:45 p.m. 151 CBS stations *Rebroadcast 12:00–12:45 a.m.* ORIGINATES: WABC	Lucky Strike Cigarettes *Foote, Cone & Belding*
ANACIN COMPANY *(474th Week on CBS)* **Our Gal Sunday** *Serial Drama*	Mon. thru Fri. 12:45–1:00 p.m. 142 CBS stations ORIGINATES: WABC	Anacin *Dancer-Fitzgerald-Sample, Inc.*
Ellery Queen *Mystery drama*	Wednesday 7:30–8:00 p.m. *Rebroadcast 12:30–1:00 a.m.* 55 CBS stations 28 CBC stations ORIGINATES: WABC	*Ruthrauff & Ryan, Inc*
ANCHOR-HOCKING GLASS CORP. *(113th Week on CBS)* **Hobby Lobby** *Variety*	Thursday 9:30–10:00 p.m. 139 CBS stations ORIGINATES: WABC	Anchorglass and Fire King Ovenglass Products *William H. Weintraub & Co., Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
ARMSTRONG CORK COMPANY *(230th Week on CBS)* **Armstrong's Theater of Today** *Drama*	Saturday 12 noon–12:30 p.m. 142 CBS stations ORIGINATES: WABC	Armstrong's Floor Coverings *Batten, Barton, Durstine & Osborn, Inc.*
BALLARD & BALLARD CO. *(161st Week on CBS)* **Renfro Valley Folks** *Serial Drama*	Wed., Thurs., Fri., Sat. 8:15–8:30 a.m. Sunday 9:15–9:45 a.m. 26 CBS stations ORIGINATES: WHAS	Ballard's Obelisk Flour *Henri, Hurst & McDonald, Inc.*
BAYER COMPANY *(544th Week on CBS)* **American Melody Hour** with Jane Pickens, Bob Hannon, Evelyn MacGregor, Orchestra and chorus *Music*	Tuesday 7:30–8:00 p.m. 139 CBS stations ORIGINATES: WABC	Bayer Aspirin *Dancer-Fitzgerald-Sample, Inc.*
BORDEN CO. *(86th Week on CBS)* **The Ginny Simms Show** *Musical*	Friday 7:30–8:00 p.m. *Rebroadcast* *11:30–11:55 p.m.* 145 CBS stations ORIGINATES: KNX	All Products *Young & Rubicam, Inc.*
County Fair *Variety-quiz*	Saturday 1:30–2:00 p.m. 148 CBS stations ORIGINATES: WABC	Borden Instant Coffee *Kenyon & Eckhardt, Inc.*
BOURJOIS, INC. *(346th Week on CBS)* **Powder Box Theatre** with Ray Bloch's orchestra Danny O'Neil and Evelyn Knight *Variety*	Thursday 10:30–11:00 p.m. 140 CBS stations ORIGINATES: WABC	Evening in Paris Face Powder *Foote, Cone & Belding*

CBS SPONSORED PROGRAMS

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
BOWEY'S, INC. *(353rd Week on CBS)* **Stars Over Hollywood** with guest stars *Original drama*	Saturday 12:30–1:00 p.m. 50 CBS stations ORIGINATES: KNX	Dari-Rich Products *Sorensen & Company*
CAMPANA SALES CO. *(314th Week on CBS)* **First Nighter** *Drama*	Saturday 7:30–8:00 p.m. 144 CBS stations ORIGINATES: WBBM	All Products *Wallace-Ferry-Hanly Co.*
CAMPBELL SOUP COMPANY *(586th Week on CBS)* **The Jack Carson Show** *Comedy* **Request Performance** *Variety*	Wednesday 8:00–8:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* 141 CBS stations 29 CBC stations ORIGINATES: KNX Sunday 9:00–9:30 p.m. 141 CBS stations 29 CBC stations ORIGINATES: KNX	Campbell's Soups, Baked Beans, Tomato Juice *Ward Wheelock Company*
CELANESE CORPORATION OF AMERICA *(217th Week on CBS)* **Great Moments in Music** with Jean Tennyson and guest stars *Music*	Wednesday 10:00–10:30 p.m. 142 CBS stations ORIGINATES: WABC	Celanese Products *Young & Rubicam, Inc.*
CENTAUR DIVISION, STERLING DRUG INC. *(340th Week on CBS)* **Big Town** *Drama*	Tuesday 8:00–8:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* 141 CBS stations 22 CBC stations ORIGINATES: WABC	Ironized Yeast *Pedlar & Ryan, Inc.*
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED *(382nd Week on CBS)* **Dr. Christian** with Jean Hersholt *Drama*	Wednesday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 147 CBS stations ORIGINATES: KNX	Vaseline Preparations *McCann-Erickson, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CHRYSLER CORPORATION *(521st Week on CBS)* **Music of Andre Kostelanetz** *Music*	Thursday 9:00–9:30 p.m. 144 CBS stations ORIGINATES: WABC	Motor Cars, Institutional *Ruthrauff & Ryan, Inc.*
COLGATE-PALMOLIVE-PEET COMPANY *(529th Week on CBS)* **Colgate Theater of Romance** *Drama*	Tuesday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 146 CBS stations 23 CBC stations ORIGINATES: KNX	Colgate Tooth Powder, Halo Shampoo *Sherman & Marquette, Inc.*
Blondie *Comedy*	Sunday 7:30–8:00 p.m. *Rebroadcast* *11:30–12:00 mid.* 143 CBS stations ORIGINATES: KNX	Super Suds *Wm. Esty & Co., Inc.*
CONTINENTAL BAKING CO., INC. *(582nd Week on CBS)* **Bachelor's Children** *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast* *3:45–4:00 p.m.* 47 CBS stations ORIGINATES: WBBM	Wonder Bread, Hostess Cake *Ted Bates, Inc.*
CONTINENTAL CAN CO. *(61st Week on CBS)* **Celebrity Club** *Variety*	Saturday 10:15–10:45 p.m. 146 CBS stations ORIGINATES: WABC	Institutional, Packaging, Plastic Products *Batten, Barton, Durstine & Osborn, Inc.*
CREAM OF WHEAT CORP. *(291st Week on CBS)* **Let's Pretend** *Drama*	Saturday 11:05–11:30 a.m. 142 CBS stations ORIGINATES: WABC	Cream of Wheat Cereal *Batten, Barton, Durstine & Osborn, Inc.*
CRESTA BLANCA WINE CO. *(151st Week on CBS)* **This Is My Best** *Drama*	Tuesday 9:30–10:00 p.m. 120 CBS stations ORIGINATES: KNX	Cresta Blanca Wines *Batten, Barton, Durstine, & Osborn, Inc.*
CUDAHY PACKING COMPANY *(464th Week on CBS)* **Tena & Tim** *Dramatic serial*	Mon. thru Fri. 2:45–3:00 p.m. 46 CBS stations ORIGINATES: WBBM	Old Dutch Cleanser *Grant Advertising, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CURTISS CANDY COMPANY *(283rd Week on CBS)* **News** with Andre Baruch	Sat., Sun. 11:00–11:05 a.m. 139 CBS stations ORIGINATES: WABC	Candy *C. L. Miller Company*
ELECTRIC AUTO-LITE CO. *(21st Week on CBS)* **The Dick Haymes Show** *Variety*	Saturday 8:00–8:30 p.m. *Rebroadcast* *11:00–11:30 p.m.* 150 CBS stations 27 CBC stations ORIGINATES: KNX	Spark Plugs, Batteries, Ignition Systems, Auto Accessories *Ruthrauff & Ryan, Inc.*
ELECTRIC COMPANIES ADVERTISING PROGRAM *(131st Week on CBS)* **The Electric Hour** with Nelson Eddy, Robert Armbruster's Orchestra and Guests *Variety*	Sunday 4:30–5:00 p.m. 143 CBS stations ORIGINATES: KNX	Institutional *N. W. Ayer & Son, Inc.*
EMERSON DRUG COMPANY *(304th Week on CBS)* **Vox Pop** with Parks Johnson and Warren Hull *Interview quiz*	Monday 8:00–8:30 p.m. 141 CBS stations ORIGINATES: ON TOUR	Bromo-Seltzer *McCann-Erickson, Inc.*
EVERSHARP, INC. *(335th Week on CBS)* **Take It or Leave It** with Phil Baker and Ray Bloch's Orchestra *Quiz*	Sunday 10:00–10:30 p.m. 149 CBS stations ORIGINATES: WABC	Eversharp Pens, Pencils and Red Top Leads *The Biow Co., Inc.*
Ann Sothern in **"Maisie"** *Variety*	Friday 10:30–11:00 p.m. 148 CBS stations ORIGINATES: KNX	
FERRY-MORSE SEED CO. *(48th Week on CBS)* **Garden Gate** *Talks*	Saturday 9:15–9:30 a.m. 139 CBS stations ORIGINATES: WLAC	Seeds *MacManus, John & Adams, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
FORD MOTOR CO. *(433rd Week on CBS)* ***The Bob Crosby Show** *Musical*	Wednesday 9:30–10:00 p.m. 148 CBS stations ORIGINATES: KNX	Motor Cars *J. Walter Thompson Co.*
GENERAL ELECTRIC COMPANY *(209th Week on CBS)* **G. E. House Party** *Variety*	Mon. thru Fri. 4:00–4:25 p.m. 149 CBS stations ORIGINATES: KNX	Household Appliance Division *Young & Rubicam, Inc.*
GENERAL FOODS CORPORATION *(567th Week on CBS)* **Kate Smith Sings** *Music*	Friday 8:30–8:55 p.m. *Rebroadcast* *12:30–12:55 a.m.* 145 CBS stations ORIGINATES: WABC	Postum *Foote, Cone & Belding*
Kate Smith Speaks Ted Collins with the News *Talks and news*	Mon. thru Fri. 12 noon–12:15 p.m. 141 CBS stations ORIGINATES: WABC	Post Raisin Bran, Post Bran Flakes *Benton & Bowles, Inc.*
The Baby Snooks Show *Comedy*	Sunday 6:30–7:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 144 CBS stations ORIGINATES: KNX	Sanka *Young & Rubicam, Inc.*
The Second Mrs. Burton *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. 142 CBS stations ORIGINATES: WABC	LaFrance, Satina, Post Toasties, Maxwell House Coffee *Young & Rubicam, Inc* *Benton & Bowles, Inc.*
The Aldrich Family *Comedy*	Friday 8:00–8:30 p.m. *Rebroadcast* *12:00 mid.–12:30 a.m.* 145 CBS stations ORIGINATES: WABC	Grapenuts, Grapenuts Flakes *Young & Rubicam, Inc.*
The Adventures of the Thin Man *Mystery*	Sunday 7:00–7:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* 142 CBS stations ORIGINATES: WABC	Post Toasties *Benton & Bowles, Inc.*

**Program or client not listed in Winter Program Book*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
GENERAL MILLS, INC. *(614th Week on CBS)* **Light of the World** *Serial drama*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast* *11:30–11:45 a.m.* 61 CBS stations ORIGINATES: WABC	Kitchen Tested Flour *Dancer-Fitzgerald-Sample, Inc.*
Valiant Lady *Serial drama*	Mon. thru Fri. 10:00–10:15 a.m. *Rebroadcast* *11:15–11:30 a.m.* 60 CBS stations ORIGINATES: WABC	Cheerios *Dancer-Fitzgerald-Sample, Inc.*
+GENERAL MOTORS CORP. *(30th Week on CBS)* **+Hollywood Star Time** *Drama*	Sunday 2:30–3:00 p.m. 148 CBS stations ORIGINATES: KNX	Refrigerators *Foote, Cone & Belding*
GULF OIL CORPORATION *(629th Week on CBS)* **We the People** with Milo Boulton and Oscar Bradley's Orchestra *Real life experiences*	Sunday 10:30–11:00 p.m. 105 CBS stations ORIGINATES: WABC	Gulf Oil Products *Young & Rubicam, Inc.*
+HALL BROS. INC. *(7th Week on CBS)* **+Reader's Digest — Radio Edition** *Drama*	Sunday 2:00–2:30 p.m. 147 CBS stations ORIGINATES: WABC	"Hallmark" Greeting Cards *Foote, Cone & Belding*
INTERNATIONAL SILVER COMPANY *(418th Week on CBS)* **Adventures of Ozzie and Harriet** *Comedy*	Sunday 6:00–6:30 p.m. 144 CBS stations 21 CBC stations ORIGINATES: KNX	International Sterling and 1847 Rogers Bros. Silverplate *Young & Rubicam, Inc.*
JOHNS-MANVILLE CORPORATION *(239th Week on CBS)* **Bill Henry** *News*	Mon. thru Fri. 8:55–9:00 p.m. 63 CBS stations ORIGINATES: WABC	Insulating Materials *J. Walter Thompson Co*

+Program or client not listed in Winter Program Book

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
KOLYNOS COMPANY *(682nd Week on CBS)*	Thursday 7:30–8:00 p.m. 51 CBS stations ORIGINATES: WABC	Kolynos Tooth Powder and Toothpaste
Mr. Keen, Tracer of Lost Persons *Mystery drama*		
The Romance of Helen Trent *Serial drama*	Mon. thru Fri. 12:30–12:45 p.m. 143 CBS stations ORIGINATES: WABC	Kolynos and Bisodol *Dancer-Fitzgerald-Sample, Inc.*
LADY ESTHER, LTD. *(638th Week on CBS)*	Monday 10:00–10:30 p.m. 149 CBS stations ORIGINATES: KNX	Face Powder, Face Cream, Rouge, Lipstick, Nail Polish *The Blow Co., Inc.*
Screen Guild Players *Drama*		
THE LAMBERT CO. *(221st Week on CBS)*	Saturday 11:30–12 Noon 148 CBS stations ORIGINATES: KNX	Listerine Tooth Powder *Lambert & Feasley, Inc.*
The Billie Burke Show *Household advice*		
LEVER BROTHERS COMPANY *(552nd Week on CBS)*	Monday 9:00–10:00 p.m. 150 CBS stations 24 CBC stations ORIGINATES: KNX	Lux Soap & Flakes *J. Walter Thompson Co.*
Lux Radio Theatre William Keighley, director, with famous stars and Lou Silvers' Orchestra *Drama*		
The Joan Davis Show *Comedy variety*	Monday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 143 CBS stations ORIGINATES: KNX	Swan Soap *Young & Rubicam, Inc.*
Aunt Jenny's Real Life Stories *Dramatic sketches*	Mon. thru Fri. 11:45–12 Noon 82 CBS stations 21 CBC stations ORIGINATES: WABC	Spry *Ruthrauff & Ryan, Inc.*
Big Sister *Serial drama*	Mon. thru Fri. 12:15–12:30 p.m. 142 CBS stations 21 CBC stations ORIGINATES: WABC	Rinso *Ruthrauff & Ryan, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
LEVER BROTHERS COMPANY *Continued* **A Woman's Life** *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. 67 CBS stations ORIGINATES: WABC	Swan Soap *Young & Rubicam, Inc.*
LEWIS-HOWE COMPANY *(198th Week on CBS)* **The Beulah Show** *Comedy show*	Sunday 8:00–8:30 p.m. 147 CBS stations ORIGINATES: KNX	Tums *Roche, Williams & Cleary, Inc.*
THOMAS J. LIPTON, INC. *(124th Week on CBS)* **Inner Sanctum** *Mystery drama*	Tuesday 9:00–9:30 p.m. 143 CBS stations ORIGINATES: WABC	Lipton's Tea and Continental Soup Mix *Young & Rubicam, Inc.*
P. LORILLARD COMPANY *(427th Week on CBS)* **Frank Sinatra Show** *Variety*	Wednesday 9:00–9:30 p.m. 140 CBS stations ORIGINATES: KNX	Old Gold Cigarettes *Lennen & Mitchell, Inc.*
MANHATTAN SOAP CO., INC. *(263rd Week on CBS)* **The Strange Romance of Evelyn Winters** *Dramatic serial*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast* *4:30–4:45 p.m.* 147 CBS stations ORIGINATES: WABC	Sweetheart Soap *Duane Jones Co.*
NASH-KELVINATOR CORP. *(127th Week on CBS)* **The Andrews Sisters Show** with Curt Massey and Vic Schoen's Orchestra *Musical*	Wednesday 10:30–11:00 p.m. 150 CBS stations ORIGINATES: KNX	Nash Cars & Refrigerators *Geyer, Cornell & Newell, Inc.*
NOXZEMA CHEMICAL CO. *(183rd Week on CBS)* **Mayor of the Town** with Lionel Barrymore *Drama*	Saturday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 59 CBS stations ORIGINATES: KNX	All Products *Ruthrauff & Ryan, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PABST SALES CO. *(153rd Week on CBS)* **Danny Kaye Show** *Comedy variety*	Friday 10:00–10:30 p.m. 138 CBS stations ORIGINATES: KNX	Pabst Blue Ribbon Beer *Warwick & Legler, Inc.*
THE PARKER PEN CO. *(192nd Week on CBS)* **Ned Calmer and the News**	Sat., Sun. 8:55–9:00 p.m. 140 CBS stations ORIGINATES: WABC	Pens, Pencils Quink *J. Walter Thompson Co.*
PET MILK SALES CORPORATION *(641st Week on CBS)* **Saturday Night Serenade** Bill Perry, tenor; Hollace Shaw, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus *Music*	Saturday 9:45–10:15 p.m. 71 CBS stations ORIGINATES: WABC	400-D Pet Milk *Gardner Advertising Company*
Mary Lee Taylor Home Economist *Talks*	Saturday 10:30–11:00 a.m. *Rebroadcast* *2:00–2:30 p.m.* 126 CBS stations ORIGINATES: KMOX	
PHILIP MORRIS & COMPANY, LTD., INC. *(499th Week on CBS)* **Crime Doctor** *Mystery drama*	Sunday 8:30–8:55 p.m. *Rebroadcast* *11:00–11:25 p.m.* 139 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes *The Biow Co., Inc.*
Holiday & Company *Comedy*	Friday 9:00–9:30 p.m. 139 CBS stations ORIGINATES: WABC	
PILLSBURY MILLS, INC. *(390th Week on CBS)* **Grand Central Station** *Drama*	Saturday 1:00–1:30 p.m. 126 CBS stations ORIGINATES: WABC	All Products *McCann-Erickson, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE PROCTER & GAMBLE CO. *(592nd Week on CBS)*	Mon. thru Fri. 1:45–2:00 p.m. 77 CBS stations ORIGINATES: WABC	Duz *Compton Advertising, Inc.*
Road of Life *Serial drama*		
The Jack Kirkwood Show *Variety* *or* **Mommie and the Men** *Comedy variety*	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast 11:00–11:15 p.m.* 79 CBS stations ORIGINATES: KNX AND WABC	Ivory Soap *Compton Advertising, Inc.*
The Jack Smith Show *Songs*	Mon. thru Fri. 7:15–7:30 p.m. *Rebroadcast 11:15–11:30 p.m.* 73 CBS stations ORIGINATES: WABC	Oxydol *Dancer-Fitzgerald-Sample, Inc.*
Life Can Be Beautiful *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 68 CBS stations ORIGINATES: WABC	Ivory Soap *Compton Advertising, Inc.*
Ma Perkins *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 74 CBS stations ORIGINATES: WBBM	Oxydol *Dancer-Fitzgerald-Sample, Inc.*
Young Dr. Malone *Serial drama*	Mon. thru Fri. 1:30–1:45 p.m. 43 CBS stations ORIGINATES: WABC	Crisco *Compton Advertising, Inc.*
Rosemary *Serial drama*	Mon. thru Fri. 2:30–2:45 p.m. 55 CBS stations ORIGINATES: WABC	Ivory Snow *Benton & Bowles, Inc.*
F.B.I. in Peace and War *Drama*	Thursday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 85 CBS stations ORIGINATES: WABC	Lava Soap *The Biow Co., Inc.*
Perry Mason *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. 79 CBS stations ORIGINATES: WABC	Spic & Span, Camay, Dreft *Dancer, Fitzgerald-Sample, Inc.* *Pedlar & Ryan, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PRUDENTIAL INSURANCE COMPANY OF AMERICA *(352nd Week on CBS)* **Prudential Family Hour** with Patrice Munsel, Jack Smith, Earl Wrightson, Al Goodman's Orchestra, and chorus *Music*	Sunday 5:00–5:30 p.m. 126 CBS stations ORIGINATES: WABC	Insurance Services *Benton & Bowles, Inc.*
R. J. REYNOLDS TOBACCO COMPANY *(669th Week on CBS)* **Bob Hawk Show** *Quiz*	Monday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 150 CBS stations ORIGINATES: WABC	Camel Cigarettes, Prince Albert Smoking Tobacco *William Esty & Co., Inc.*
ROMA WINE CO., INC. *(156th Week on CBS)* **Suspense** *Mystery drama*	Thursday 8:00–8:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* 80 CBS stations ORIGINATES: KNX	Roma Wines *The Biow Co., Inc.*
E. R. SQUIBB & SONS *(295th Week on CBS)* **Jimmy Carroll Sings** Squibb Chorus and Ted Dale and his orchestra *Music*	Mon., Wed., Fri. 6:15–6:30 p.m. 142 CBS stations ORIGINATES: WABC	Squibb Products *Geyer, Cornell & Newell, Inc.*
THE TEXAS COMPANY *(430th Week on CBS)* **Texaco Star Theater** James Melton and Al Goodman's Orchestra and Guests *Variety*	Sunday 9:30–10:00 p.m. 148 CBS stations 32 CBC stations ORIGINATES: WABC	Texaco Products *Buchanan & Co., Inc.*
UNITED DRUG CO. *(48th Week on CBS)* **Durante-Moore Show** *Comedy variety*	Friday 9:30–10:00 p.m. 149 CBS stations ORIGINATES: KNX	Drugs *N. W. Ayer & Sons, Inc.*

	Client and Program	Time	Product and Agency
CBS SPONSORED PROGRAMS	**UNITED STATES RUBBER CO.** *(197th Week on CBS)* **New York Philharmonic-Symphony** *Music*	Sunday 3:00–4:30 p.m. 142 CBS stations ORIGINATES: WABC	Institutional *Campbell-Ewald Co., Inc.*
	J. B. WILLIAMS COMPANY *(117th Week on CBS)* **William L. Shirer** *News*	Sunday 5:45–6:00 p.m. 144 CBS stations ORIGINATES: WABC	Shaving Cream *J. Walter Thompson Co.*
	WM. WRIGLEY, JR., COMPANY *(715th Week on CBS)* **Island Venture** *Navy dramatic series*	Thursday 10:00–10:30 p.m. 143 CBS stations ORIGINATES: WBBM	Chewing Gum *Arthur Meyerhoff & Co.*
	Gene Autry Show *Musical*	Sunday 5:30–5:45 p.m. 144 CBS stations ORIGINATES: KNX	Chewing Gum *Ruthrauff & Ryan, Inc.*
COLUMBIA PACIFIC NETWORK SPONSORED PROGRAMS *(All times are Pacific Standard time)*	**BARRON GRAY PACKING CO.** *(20th Week on CBS)* **Ona Munson in Hollywood** *Hollywood gossip*	Friday 9:55–10:00 p.m. ORIGINATES: KNX	Here's Health Vegetable Juice *Long Advertising Service*
	BEKINS VAN AND STORAGE CO. *(232nd Week on CBS)* **Harry W. Flannery** *News analysis*	Mon., Wed., Fri. 5:30–5:45 p.m. ORIGINATES: KNX	Moving and Storage *Brooks Advertising Agency*
	CAMPBELL SOUP CO. *(586th Week on CBS)* **Carroll Alcott** *News*	Mon. thru Sat. 8:55–9:00 p.m. ORIGINATES: KNX	All Products *Ward Wheelock Co.*
	CHEMICALS, INC. *(83rd Week on CBS)* **Don't You Believe It** *Narrative drama*	Saturday 9:45–10:00 p.m. ORIGINATES: KNX	Vano Household Chemical *Garfield & Guild*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
COLONIAL DAMES, INC. *(323rd Week on CBS)* **Surprise Theater** *with Knox Manning* **Meet The Missus** *Participation quiz*	Sunday 8:25–8:30 p.m. ORIGINATES: KNX Tuesday 2:30–2:45 p.m. ORIGINATES: KNX	Cosmetics *Abbott Kimball Co., Inc.*
DAY & NIGHT MANUFACTURING CO. *(74th Week on CBS)* **Dave Vaile** *News*	Saturday 3:55–4:00 p.m. ORIGINATES: KNX	Water Heaters & Equipment *Hixson-O'Donnell Adv. Inc.*
P. DUFF & SONS, INC. *(127th Week on CBS)* **Meet The Missus** *Participation quiz*	Mon., Wed., Fri. 2:45–3:00 p.m. ORIGINATES: KNX	Ready-To-Bake Mixes *W. Earl Bothwell Advertising Agency*
EDISON BROTHERS STORES *(46th Week on CBS)* **Meet The Missus** *Participation quiz*	Thursday 2:30–2:45 p.m. ORIGINATES: KNX	Shoes *Adolph Wendland*
GENERAL PETROLEUM CORP. OF CALIFORNIA *(135th Week on CBS)* **Hollywood Preview** with Conrad Nagel *Drama*	Tuesday 7:30–8:00 p.m. ORIGINATES: KNX	All Products *Smith & Drum, Inc.*
GUITTARD CHOCOLATE CO. *(18th Week on CBS)* **That's A Good Idea** *Drama*	Saturday 6:30–6:45 p.m. ORIGINATES: KNX	Chocolate and Chocolate Products *Garfield & Guild*
***INDUSTRIAL MANAGEMENT CORP.** *(14th Week on CBS)* ***Voice of the Moment** *Drama*	Saturday 5:00–5:15 p.m. ORIGINATES: KNX	Insect-O-Blitz *Lockwood-Shackelford Co.*

**Program or client not listed in Winter Program Book*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
KELITE PRODUCTS, INC. *(70th Week on CBS)* **+Meet the Missus** *Participation quiz*	Tuesday 2:45–3:00 p.m. ORIGINATES: KNX	"Kenu", Chemical Water Softener *Little & Co.*
+LOMA LINDA FOOD COMPANY *(8th Week on CBS)* **+Burritt Wheeler** *Talks*	Mon., Wed., Fri. 12:30–12:45 p.m. ORIGINATES: KNX	Loma Linda Foods *Elwood J. Robinson Adv. Agency*
LYON VAN & STORAGE CO. *(15th Week on CBS)* **Meet The Missus** *Participation quiz*	Mon. and Thurs. 2:30–2:45 p.m. ORIGINATES: KNX	Moving and Storage Services *Batten, Barton, Durstine, & Osborn, Inc.*
MANHATTAN SOAP CO., INC. *(263rd Week on CBS)* **Dick Cutting** *News*	Mon., Wed., Fri. 7:30–7:45 a.m. ORIGINATES: KNX	Sweetheart Soap *Duane Jones Co.*
S. A. MOFFATT CO. *(22nd Week on CBS)* **Meet The Missus** *Participation quiz*	Friday 2:30–2:45 p.m. ORIGINATES: KNX	Polar Brand Frosted Foods *Honig-Cooper Co.*
PETER PAUL, INC. *(281st Week on CBS)* **Bob Garred** *News*	Mon., Wed., Fri. 5:45–5:55 p.m. ORIGINATES: KNX	Mounds, Ten Crown Activated Charcoal Gum, Walnettos *Brisacher, Van Norden & Staff*
PLANTERS NUT AND CHOCOLATE COMPANY *(279th Week on CBS)* **Harry Flannery** *News analysis*	Tues., Thurs., Sat. 5:30–5:45 p.m. ORIGINATES: KNX	All Products *Raymond R. Morgan Agency*
SIGNAL OIL COMPANY *(142nd Week on CBS)* **The Whistler** *Mystery drama*	Monday 9:00–9:30 p.m. ORIGINATES: KNX	All Products *Barton A. Stebbins Advertising Agency*

+Program or client not listed in Winter Program Book

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY	
SOIL OFF MANUFACTURING COMPANY *(265th Week on CBS)* **Bob Garred** *News*	Tues., Thurs., Sat. 5:45–5:55 p.m. ORIGINATES: KNX	"Soil Off" for all painted surfaces *Ruthrauff & Ryan, Inc.*	COLUMBIA PACIFIC NETWORK
UNION OIL COMPANY OF CALIFORNIA *(134th Week on CBS)* **Nelson Pringle** *News analysis*	Mon. thru Fri. 7:45–8:00 a.m. ORIGINATES: KNX	Gas and Oil *Foote, Cone and Belding*	
VICK CHEMICAL COMPANY *(228th Week on CBS)* **Dick Cutting** *News*	Tues., Thurs., Sat. 7:30–7:45 a.m. ORIGINATES: KNX	All Products *Morse International, Inc.*	
WASHINGTON COOPERATIVE EGG & POULTRY ASSOCIATION *(57th Week on CBS)* **Meet The Missus** *Participation quiz*	Wednesday 2:30–2:45 p.m. Thursday 2:45–3:00 p.m. ORIGINATES: KNX	Lynden Foods *Pacific National Advertising Agency*	
WILCO CO. *(8th Week on CBS)* ***Burritt Wheeler** *Talks*	Tues., Thurs. 12:30–12:45 p.m. ORIGINATES: KNX	Clearex and Bif *Elwood J. Robinson Adv. Agency*	
FERRY-MORSE SEED CO. *(48th Week on CBS)* **Time for Rolly Langley** *Gardening*	Friday 4:30–4:45 p.m. ORIGINATES: KQW	Seeds *MacManus, John & Adams, Inc.*	COLUMBIA CALIFORNIA NETWORK
McMAHAN FURNITURE STORES *(10th Week on CBS)* **Knox Manning** *News*	Mon. thru Fri. 12:15–12:30 p.m. ORIGINATES: KNX	House Furnishings *M-C-M Adv. Agency*	
YELLOW CAB CO. *(100th Week on CBS)* **The Story Teller** *Narration*	Saturday 3:00–3:15 p.m. ORIGINATES: KQW	Cab Service *Rhoades & Davis*	

**Program or client not listed in Winter Program Book*

CBS SUSTAINING PROGRAMS

are chosen because they are *timely*, *exciting* and *balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary from time to time to alter some details in its schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these classifications:

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SPECIAL BROADCASTS: WINTER, 1945-1946 . . . . . *Page 29*

CBS TELEVISION . . . . . *Page 31*

PROGRAM AND TIME	DESCRIPTION	
News Broadcasts 8:00–8:15 a.m. MONDAY THRU SATURDAY 9:00–9:15 a.m. SUNDAY	Columbia's reporters in foreign capitals, in New York and in Washington, cover the vast panorama of economic and political peace developments. Correspondents include Howard K. Smith and Charles Shaw from London, Douglas Edwards from Paris, Don Pryor from Nuremberg, Winston Burdett from Rome, Richard Hottelet from Moscow, Bill Costello from Tokyo, George Moorad from Shanghai and Webley Edwards from Honolulu.	COLUMBIA NETWORK NEWS SUSTAINING
News Summaries 9:00–9:15 a.m. MONDAY THRU SATURDAY	A summary of the latest news delivered by Harry Clark with occasional foreign pickups.	
4:25–4:30 p.m. MONDAY THRU SATURDAY	A brief summary of the latest happenings at home and abroad from the CBS News Room.	
4:45–5:00 p.m. MONDAY THRU FRIDAY	Human interest stories underlying the latest economic and political events.	
6:00–6:15 p.m. MONDAY THRU SATURDAY	A summary of the latest news and an analysis by Quincy Howe.	
11:00–11:10 p.m. SUNDAY THRU SATURDAY	A news summary is given by John Daly Monday through Friday, and by Ned Calmer Saturday and Sunday.	
News Analyses 11:10–11:15 p.m. SUNDAY THRU SATURDAY	"The Meaning of the News" by Joseph C. Harsch Monday through Friday. On Saturday and Sunday, Columbia presents an analysis by Eric Sevareid.	
Assignment Home 3:00–3:30 p.m. EACH SATURDAY	In collaboration with the U.S. Veterans' Administration, CBS produces this series of programs dramatizing the reactions of demobilized servicemen to civilian life.	CURRENT AFFAIRS
Open Hearing 10:30–11:00 p.m. EACH TUESDAY	From Washington, men and women who make and execute national policies discuss a major issue of the week. A CBS moderator reports background news underlying the issue and sums up the debate.	

	PROGRAM AND TIME	DESCRIPTION
CURRENT AFFAIRS *Continued*	**Transatlantic Call: People to People** 12:30–1:00 p.m. EACH SUNDAY	On alternate Sundays the British Broadcasting Corporation and the Columbia Broadcasting System shake hands across the ocean. In this half hour program, British and American audiences are presented with a picture of various national characteristics and attitudes of the two countries. The audiences of the two nations learn to know each other and to understand the differences and appreciate the similarities of customs and behavior.
	Time For Reason 1:30–1:45 p.m. EACH SUNDAY	Lyman Bryson, CBS Director of Postwar Studies and Educational Broadcasts, and Professor of Education at Columbia University, gives this series of weekly talks designed to enlighten the public on national and international questions. The series comprises a factual, comprehensive discussion of the important issues of the day as they arise.
SERIOUS MUSIC	**Eileen Farrell** 11:30–12:00 midnight MONDAY AND WEDNESDAY	CBS inaugurates a new series of programs starring the great young American singer, Eileen Farrell. Miss Farrell will be hostess to guests on each program, and she will be accompanied by the Columbia Concert Orchestra. Her repertory will include well-known concert songs, operatic arias, and familiar operetta selections.
	Invitation to Music 11:30–12:00 midnight EACH WEDNESDAY	Distinguished soloists with the Columbia Broadcasting Symphony give new emphasis to the comparatively unfamiliar but nevertheless important works of the great composers. Guest artists will include among others Sir Thomas Beecham, who will conduct the first American performance of *Idyll* by Frederick Delius.
	Philadelphia Orchestra 5:00–6:00 p.m. EACH SATURDAY *Ends April 27*	Under its musical director Eugene Ormandy and famous guest conductors, one of America's finest musical organizations presents a weekly program, with top-ranking soloists including Bronislaw Huberman, violinist, and Leon Fleischer, pianist.

PROGRAM AND TIME	DESCRIPTION	
CBS Presents Olin Downes 4:55–5:00 p.m. EACH SATURDAY *Ends April 13*	America's foremost music critic discusses newsworthy musical events, programs and personalities as a preface to the Philadelphia Orchestra broadcasts.	**SERIOUS MUSIC**
E. Power Biggs, Organist 9:15–9:45 a.m. EACH SUNDAY	Playing in the Germanic Museum at Harvard University, he will be joined by members of the Boston Symphony Orchestra to perform works for organ and various instrumental combinations.	
Choir Practice 9:45–10:00 a.m. EACH SUNDAY	Each Sunday CBS takes its listeners to the Old Stone Mill—community center in the little village of Blairstown, Vermont—where before the church service, the folks get together for choir practice.	
Salt Lake Tabernacle Choir and Organ 11:30–12:00 noon EACH SUNDAY	J. Spencer Cornwall, assisted by Richard P. Condie, conducts the Tabernacle Choir in this oldest consecutively presented radio series. Organists are Alexander Schreiner and Dr. Frank Asper. The "Spoken Word" is by Richard Evans.	
Dance Orchestra VARIOUS HOURS	Every night—and often during the day—Columbia broadcasts the music of the ranking dance orchestras from all over the country. Throughout the week, CBS audiences can hear:	**LIGHT MUSIC**

LES BROWN
RANDY BROOKS
FRANKIE CARLE
CARMEN CAVALLARO
BOB CROSBY
JIMMY DORSEY
TOMMY DORSEY
SHEP FIELDS
CHUCK FOSTER
BENNY GOODMAN
GLEN GRAY
WOODY HERMAN
HARRY JAMES
SAMMY KAYE
STAN KENTON
ELLIOT LAWRENCE
JOHNNY LONG
FRANKIE MASTERS
HAL McINTYRE
RAY McKINLEY
VAUGHN MONROE
ART MOONEY
LOUIS PRIMA
CHARLIE SPIVAK
TOMMY TUCKER

PROGRAM AND TIME	DESCRIPTION
Sing Along Club 3:30–4:00 p.m. MONDAY THRU FRIDAY	The Landt Trio offers its listeners a light-hearted, fast-paced program inviting them to join in singing their favorite songs. A daily musical quiz and the unique style of Carol Ames' voice round out a half hour of delightful entertainment.
Gordon MacRae 4:30–4:45 p.m. MONDAY THRU FRIDAY *Beginning March 25* *6:30–6:45 p.m.* *Monday thru Friday*	Still in his twenties, Columbia's romantic baritone has been in radio since he was 14—has also sung with Horace Heidt, appeared in *Junior Miss* and served in the army troop carrier command.
Coffee Club 8:30–9:00 a.m. MONDAY THRU FRIDAY	From Boston comes this program of sparkle and pleasantries to start the day. Songs by Gloria Carroll and Gene Jones and smooth music by Frank Bell and his Java Jivers. Bill Mezger is M.C.
Danny O'Neil and His Guests 11:30–12:00 p.m. EACH TUESDAY	Romantic tenor Danny O'Neil invites well-known singing guests to share his half-hour of popular hits and ballads. He is also heard on *Powder Box Theatre*, Thursdays at 10:30 p.m.
Patti Clayton 6:15–6:30 p.m. EACH TUESDAY AND THURSDAY	Almost unknown seven months ago, Patti Clayton made her mark on the Arthur Godfrey program, where she's still singing at 9:15–9:45 a.m. Monday through Friday. Archie Bleyer conducts the orchestra on her program of popular ballads.
Viva America! 11:30–12:00 p.m. EACH FRIDAY	An entertaining musical review broadcast simultaneously in U.S., Latin America, and throughout other parts of the world, highlights the colorful and authentic rhythms of all the Americas. Vera Holly, North American song stylist, and various Pan-American artists add their talent to a colorful "good neighbor show."

PROGRAM AND TIME	DESCRIPTION	
Cimarron Tavern 5:30–5:45 p.m. MONDAY THRU FRIDAY	The color and high adventure that marked the opening of America's southwest are recreated. The thrilling escapades of early settlers, and the pageantry of the past make the story of the Cimarron country as exciting as if it happened today.	**DRAMATIC SERIES**
The Sparrow and The Hawk 5:45–6:00 p.m. MONDAY THRU FRIDAY	The "Sparrow" is a 16-year-old aviator. His uncle, the "Hawk", is a former Lt. Col. of the AAF. They take on assignments which lead to adventure high in the sky as they work together in the exciting development of civilian aviation.	
Crime Photographer 10:00–10:30 p.m. EACH TUESDAY	The weekly adventure of Casey, an inquisitive newspaper photographer, and a girl reporter tracking down crime in a big city is packed with sophisticated humor and excitement. It's a complete mystery story with all the trimmings.	
Arthur Godfrey 9:15–10:00 a.m. MONDAY THRU FRIDAY	Fred Allen calls him "the Huckleberry Finn of radio." Godfrey presides as master of ceremonies over his own musical and variety show. His banter and contagious chuckling are accompanied by an orchestra, chorus and several vocalists.	**LIGHT ENTERTAINMENT**
You're In The Act 3:00–3:30 p.m. MONDAY THRU FRIDAY	Everyone in the studio audience wants to get into the act, so the agreeable emcee, Nils T. Granlund, simply lets them. Unpredictably, but under his skillful guidance, they perform in any manner they choose, weekday afternoons from a Hollywood Boulevard night club.	

PROGRAM AND TIME	DESCRIPTION
The American School of the Air 5:00–5:30 p.m. MONDAY THRU FRIDAY *Ends April 26*	Now in its sixteenth year at a new broadcast time to make it available to a still larger audience, this program is a valuable supplement to school work as well as excellent recreational listening. Presented under the guidance of leading educational organizations, it provides young and old with a knowledge of history, music, science, current and postwar problems and literature. MONDAY—Story of America TUESDAY—Gateways to Music WEDNESDAY—March of Science THURSDAY—This Living World FRIDAY—Tales From Far and Near
Columbia's Country Journal 8:30–9:00 a.m. EACH SUNDAY	The farmer's postwar role and his daily problems form the weekly theme of Charles ("Chuck") Worcester's "radio farm magazine." Originating in Washington for national farm news, it frequently switches to various farm regions of the country highlighting local problems.
Of Men and Books 2:00–2:15 p.m. EACH SATURDAY	On this popular series now in its seventh year on CBS, John Mason Brown, associate editor and drama critic of the *Saturday Review of Literature*, discusses the latest books and their authors.
Adventures in Science 2:15–2:30 p.m. EACH SATURDAY	Watson Davis, Director of Science Service, brings to the microphone prominent guest scientists who explain recent discoveries in industry and medicine and report on scientific progress made during the war years.

PROGRAM AND TIME	DESCRIPTION	
The People's Platform 1:00–1:30 p.m. EACH SUNDAY	One of radio's most interesting forums moves to a new time with a new format. The provocative issues of the day will be informally debated by two speakers who stress their opposing views, but also seek a common meeting ground.	**EDUCATIONAL PROGRAMS** *Continued*
Invitation to Learning 12:00–12:30 p.m. EACH SUNDAY	Distinguished scholars, authors and critics meet informally on this series to discuss the outstanding classics of world literature. Over three hundred books have been analyzed on this program, which is now in its sixth year on the air.	
American Portrait 5:15–6:45 p.m. EACH SATURDAY *Beginning March 23*	Dramatized biographies of distinguished Americans whose ideas have contributed greatly to the nation's coming of age. From these broadcasts will emerge a distinctive portrait of America.	
Church of the Air 10:00–10:30 a.m. 10:30–11:00 a.m. EACH SUNDAY	In its 15th consecutive year, the pulpit of Columbia's *Church of the Air* continues to be impartially available, twice each Sunday, to America's religious faiths.	**RELIGIOUS BROADCASTS**
Wings Over Jordan 11:05–11:30 a.m. EACH SUNDAY	The renowned thirty-voice choir sings spirituals and gospel songs. The Rev. Glynn T. Settle also conducts the responsive Bible reading and delivers a brief inspirational talk.	
News, News Features and Entertainment Beamed to The Network of the Americas 1: SPANISH PORTUGUESE	From 4:00 p.m. till 1:00 a.m. the following morning Columbia programs are beamed to all Latin America in both Spanish and Portuguese. News, cultural and sports features are emphasized; musical and dramatic shows, many of which are rebroadcast on standard wave by Columbia's 112 affiliated stations in Latin America, round out the entertainment schedule.	**SPECIAL CBS SHORTWAVE BROADCASTS TO LATIN AMERICA** *CBS transmits on* *WCBX, New York* *WCRC, New York* *WCBN, New York*

SPECIAL CBS SHORTWAVE BROADCASTS TO EUROPE AND THE EAST

CBS transmits on
WCBX, New York
WCRC, New York
WCDA, New York
WOOC, New York
WOOW, New York
WCBN, New York

News, News Features and Entertainment Beamed Overseas

In: ENGLISH
FRENCH
ITALIAN
GERMAN
POLISH
SERBO-CROATIAN
DUTCH
CZECH

News in eight languages—plus more than 2¾ hours of entertainment for American troops abroad is directed seven days a week to Europe, Africa, the Near East and Asia by the CBS Shortwave Department. Daily programs are retransmitted by *Radio Luxembourg, Radio Bari, Radio Rome, Radio Naples, Radio Palermo, Radio Florence, The Voice of America in North Africa* (formerly known as *Radio Algiers)* and *The United Nations' Network.*

For more than a year, CBS has been operating at Delano, California the two new 50 kw. transmitters (KCBA and KCBF) and also the giant 200 kw. transmitter, KCBR, all equipped with a system of highly directional antennas. These transmitters provide a West Coast originating base for programs serving our troops and our allies in the Pacific and in carrying out the program of the occupation of Japan and the former Japanese-held territories.

Languages used on the West Coast transmissions include Chinese, Japanese, Korean, Malayan, Dutch and English.

SPECIAL BROADCASTS: WINTER, 1945-46

Listed here are a representative group of special CBS broadcasts under two general categories:

1. Sustaining broadcasts of distinctive program value.
2. Programs of public significance arranged by the CBS Talks Department.

These broadcasts are scheduled on a week to week, day to day, and even, on occasion, hour to hour basis. This flexibility helps to sharpen the broadcasts from the point of view of public service and timeliness.

NOTABLE BROADCASTS:

JANUARY 19. In a great labor crisis, Walter P. Reuther, vice president of UAW and Dr. Alfred P. Haake, consulting economist to General Motors, discussed their problems over *People's Platform*. A week later, on the same program, Leon Henderson and Ralph W. Robey supported opposing positions and the following week, Congressmen Francis Case (R. South Dakota) and Hugh Delacey (D. Washington) expressed different opinions. These six speakers gave new insight into the nation's tangled labor and industrial picture.

Two premiere performances marked musical milestones over CBS during the winter. On Sunday, January 27, Igor Stravinsky conducted the New York Philharmonic-Symphony Orchestra in a program devoted entirely to his works and featuring the first public performance of the new *Symphony in 3 Movements*. On February 9, *The Philadelphia Orchestra* under Eugene Ormandy played for the first time the Third Concerto for piano and orchestra by the Hungarian composer Bela Bartok, with Gyorgy Sandor as soloist. Bartok was at work on this concerto at the time of his death. The work was completed by his pupil, Tibor Serly.

JANUARY 30. CBS listeners heard the sounds of man's first contact with substance beyond the earth. When Army engineers at Belmar, N. J. on January 26 heard radar impulses reflected from the moon, a CBS recorder caught it, preserved the occasion for a *Feature Story* broadcast.

FEBRUARY 2. After an absence of more than 4 years the *Columbia Workshop* returned to the air in the first of a regular weekly series. Its purpose, as always, is to add new dimensions to radio expression. Its by-product is superlative entertainment. Norman Corwin, the *Workshop's* most distinguished alumnus, directed the first program.

TALKS:

NOVEMBER 17: SENATOR WILLIAM F. KNOWLAND, Republican of California, discussed the problem of "Military Training and National Defense": 10:45-11:00 p.m. EST.

NOVEMBER 19: The atomic bomb was the subject of the address by MAJOR GENERAL LESLIE R. GROVES, head of research for the development of the atomic bomb: 6:30-6:45 p.m. EST.

NOVEMBER 22: Director-General of UNRRA, HERBERT H. LEHMAN described the "Crisis In Postwar Relief": 3:15-3:30 p.m. EST.

NOVEMBER 24: COL. CHARLES POLETTI, former AMG governor of Rome, talked about "The Future of Italy": 10:45-11:00 p.m. EST.

NOVEMBER 27: From Washington, REP. CHET HOLIFIELD stated his views in support of "The

Full Employment Bill" and REP. HOWARD H. BUFFETT stated his opposition to it: 10:30-10:45 p.m. EST.

NOVEMBER 28: In connection with economic relations between the U.S. and Mexico, AMBASSADOR ESPINOSA DE LOS MONTEROS discussed future relations between the two countries: 11:15-11:30 p.m. EST.

NOVEMBER 30: ROBERT J. WATT, member of the War Labor Board, and international representative of American Federation of Labor dealt with the matter of "Labor Legislation": 6:30-6:45 p.m. EST.

DECEMBER 4: Atomic Energy was the topic of the talk by DR. JULIAN SORELL HUXLEY, British biologist and writer: 11:15-11:30 p.m. EST.

DECEMBER 7: "The Responsibilities of Victory" were outlined by H. W. PRENTIS, JR., President, Armstrong Cork Company: 11:15-11:30 p.m. EST.

DECEMBER 11: From Miami, JOHN J. O'CONNELL, Chief Inspector, New York, SUPT. EDWARD W. FALLON, Boston Police, JOHN F. BALLENGER, Commissioner of Police, Detroit, CHARLES W. DULLEA, Chief of Police, San Francisco, HOMER GARRISON, JR., Director Texas Dept. Public Safety, and A. W. SIMPSON, Chief of Police, Miami Beach, Fla. all took part in a symposium and advanced some theories on the control of "Juvenile Delinquency": 6:30-6:45 p.m. EST.

DECEMBER 11: REP. LOUIS LUDLOW presented "Our Foreign Policy": 10:30-10:45 p.m. EST.

DECEMBER 12: Under-Secretary of Commerce, ALFRED SCHINDLER made an appeal for "Low Cost Housing—A Challenge to the Building Industry": 11:15-11:30 p.m. EST.

DECEMBER 17: "The Administration of Puerto Rico" was described by REX TUGWELL, Governor of Puerto Rico: 11:15-11:30 p.m. EST.

DECEMBER 22: DR. J. S. NATHANIEL TROSS, Negro minister and educator advocated the points leading toward "Racial Goodwill and Understanding": 10:45-11:00 p.m. EST.

JANUARY 5: ANDRE MICHALOPOULOS reported on his new mission for Greece as Minister-Plenipotentiary in charge of information in America: 10:45-11:00 p.m. EST.

JANUARY 8: SENATOR GEORGE L. RADCLIFFE spoke about the "Federal Pay Increase": 10:30-10:45 p.m. EST.

JANUARY 12: British Lord President of the Council, and Leader of the House of Commons, HERBERT MORRISON, in his first American broadcast discussed "Britain Faces Peace": 10:45-11:00 p.m. EST.

JANUARY 15: "Current Issues before Congress" were analyzed by SENATOR HARLEY M. KILGORE: 10:30-10:45 p.m. EST.

JANUARY 17: Federal Housing Expediter, WILSON WYATT discussed his plans concerning "The Housing Crisis in America": 11:15-11:30 p.m. EST.

JANUARY 18: GENERAL DWIGHT D. EISENHOWER, Army Chief of Staff, explained to the American people "The Army's Demobilization Plan": 9:00-9:15 p.m. EST.

JANUARY 24: His Excellency HUSSEIN ALA, Iranian Ambassador to U.S., talked about the tense situation: In connection with the Iranian-Soviet dispute over Russian occupied Azerbaijan Province: 11:15-11:30 p.m. EST.

JANUARY 26: DR. STOYAN GAVRILOVIC, Chairman of the Inspection Group of United Nations Organization, was interviewed by CLARK M. EICHELBERGER, Director, The American Association for the United Nations, regarding the requirements for the world capital: 10:45-11:00 p.m. EST.

FEBRUARY 2: The recent radar experiments which gained contact with the moon were described by LT. COL. JOHN H. DEWITT, JR., who directed the project: 10:45-11:00 p.m. EST.

FEBRUARY 9: REP. CHARLES HALLECK in a pre-Lincoln Day speech presented "The Challenge to America": 10:45-11:00 p.m. EST.

CBS TELEVISION

By now approximately 1000 business and industrial leaders, engineers, editors, radio critics and reporters have seen the first preview of CBS color television pictures broadcast on a commercial transmitter in the ultra high frequencies.

For twenty thrilling minutes they watched, on a new high frequency television receiver designed and made by CBS engineers, a football game, a horse race, a lotus blossom, a sleek negligee, a volcano in eruption—all in brilliant realistic color.

They recalled that CBS first proposed the probability of high frequency color television back in April, 1944. They recalled the first demonstration broadcast last October before members of the Federal Communications Commission. Now they have seen for themselves one of the bright and useful scientific miracles of our time.

Basing its estimate on the remarkable rate of technical accomplishment since V-J day, CBS believes that with the entire industry putting its shoulder to the wheel, ultra high frequency color television can be made available to the public early next year.

A SAMPLE OF PUBLIC OPINION:

"It was clearly—and colorfully—the most notable television demonstration of the year."—*Time.*

"...beautiful beyond description. The image is sharp, distinct, and completely realistic." —*New York World Telegram.*

"The pictures shown by CBS were clear and the color contrasts as good as those of the best color moving pictures."—*The Wall Street Journal.*

"Equally striking were films of a fashion show—the color pictures showing milady exactly how the prospective sponsor's gowns will look."—*Bridgeport Post.*

"...tests showing one of the most significant characteristics of ultra high frequency television—'ghost-free' reception."—*The Boston Post.*

"Demonstration proved that color would be of immense value to the advertiser."—*Variety.*

"The new system provides increased brilliancy. Better detail is achieved . . . by incorporating numerous techniques learned in war research."—*Associated Press.*

"Particularly impressive was a sequence of football pictures; in color the team uniforms were easily identifiable."—*Tide.*

CBS PROGRAM BOOK SUPPLEMENT · APRIL 1, 1946

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NEW CBS SPONSORED PROGRAMS (All times are Eastern Standard Time)

CAMPBELL SOUP COMPANY *(590th Week on CBS)* **Robert Trout** The News Till Now *News*	Mon. thru Fri. 6:45–7:00 p.m. 29 CBS stations ORIGINATES: WABC	Campbell's Soups *Ward Wheelock Co.*
E. R. SQUIBB & SONS *(299th Week on CBS)* **The Academy Award Theater** *Drama*	Saturday 7:00–7:30 p.m. 149 CBS stations ORIGINATES: KNX	Squibb Products *Geyer, Cornell & Newell, Inc.*

NEW CBS PACIFIC NETWORK PROGRAMS (All times are Pacific Standard Time)

KERR GLASS MANUFACTURING CO. *(1st Week on CBS)* **The Pickards** *Musical*	Mon., Wed., Fri. 4:45–5:00 p.m. 11 CBS stations ORIGINATES: KNX	Glass Products *Raymond R. Morgan Co.*

MONTHLY CORRECTIONS – CBS SPONSORED PROGRAMS

Page 5	**BOURJOIS, INC.**	Change time to Saturday, 7:30–8:0 p.m.
Page 6	**CAMPANA SALES CO.**	Cancel "First Nighter."
Page 7	**COLGATE-PALMOLIVE-PEET CO.**	Change origination of "Theater Romance" to WABC.
Page 9	**GENERAL ELECTRIC COMPANY**	Effective April 15, change tim Monday, Wednesday, Friday.
Page 12	**LEVER BROTHERS COMPANY**	Cancel "A Woman's Life."

CBS PROGRAM BOOK SUPPLEMENT · MAY 1, 1946

NEW CBS SPONSORED PROGRAMS (All times are Eastern Daylight Time)

PETER PAUL, INC. *(289th Week on CBS)* **Charles Collingwood and the News** *News*	Saturday 6:45–7:00 p.m. 53 CBS stations ORIGINATES: WABC	Candy *Platt-Forbes, Inc.*
MAGAZINE REPEATING RAZOR COMPANY *(43rd Week on CBS)* **(To Be Announced)**	Monday 10:30–11:00 p.m. 71 CBS stations ORIGINATES: WABC	Schick Magazine Razors & Blades *The Biow Company, Inc.*

MONTHLY CORRECTIONS - CBS SPONSORED PROGRAMS

Page 4	**AMERICAN OIL COMPANY**	Cancel series after May 12.
Page 4	**ANACIN COMPANY**	Change sponsor listing to Whitehall Pharmacal Company.
Page 5	**BALLARD & BALLARD**	Cancel Wednesday, Thursday, Friday and Saturday broadcasts.
Page 5	**BOURJOIS, INC.**	Change program listing to "Listen to a Love Song" with Tony Martin. Originates KNX.
Page 6	**CAMPBELL SOUP COMPANY**	Change program listing from "Request Performance" to "Corliss Archer."
Page 7	**CUDAHY PACKING COMPANY**	Change time to 11:30–11:45 a.m.
Page 8	**CURTISS CANDY COMPANY**	Change newscaster to Warren Sweeney.

MONTHLY CORRECTIONS - CBS SPONSORED PROGRAMS (continued)

Page 12	**NASH-KELVINATOR CORP.**	Change program listing to "David Rose's Orchestra with Curt Massey."
Page 14	**THE PROCTER & GAMBLE CO.**	Change program listing of "The Jack Kirkwood Show" to "The Lanny Ross Show." Change program listing of "Mommie and the Men" to "Hercule Poirot."
Page 15	**E. R. SQUIBB & SONS**	Cancel "Jimmy Carroll Sings."

MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS

Page 17	**EDISON BROTHERS STORES**	Cancel "Meet The Missus."
Page 17	**GENERAL PETROLEUM CORP. OF CALIFORNIA**	Change time to Saturday, 6:00–6:30 p.m.

NEW CBS SUSTAINING PROGRAMS

Carolina Calling	Saturday 9:30–10:00 a.m. ORIGINATES: WBT	Hillbilly songs and folk music from Charlotte, North Carolina.
Lefty	Monday 10:30–11:00 p.m. ORIGINATES: WABC	A baseball story of a fabulous portside pitcher with limitless capacity for getting into tight spots.
Cinderella, Inc.	Mon. thru Fri. 3:30–4:00 p.m. ORIGINATES: WABC	Housewives from all over visit New York on a four-week spree of entertainment, self-improvement and sightseeing,
Time to Remember	Mon. thru Fri. 11:30–11:45 a.m. ORIGINATES: WABC	Milton Bacon returns to the air with his rich fund of regional legends and true stories collected after many years of travel into every state of the union.

MONTHLY CORRECTIONS • CBS SPONSORED PROGRAMS (continued)

Page 8	**EMERSON DRUG COMPANY**	Change program listing from "Vox Pop" to "Forever Ernest."
Page 8	**FERRY-MORSE SEED CO.**	Cancel series after May 15.
Page 11	**KOLYNOS COMPANY**	Change sponsor listing to Whitehall Pharmacal Company
Page 12	**LEWIS-HOWE COMPANY**	Change program listing from "The Beulah Show" to "The Amazing Mrs. Danberry," with Agnes Moorehead.
Page 12	**NASH-KELVINATOR CORP.**	Change program listing to "Holiday for Music," with David Rose and his orchestra, Curt Massey, and Kitty Kallen.
Page 13	**PHILIP MORRIS & COMPANY LTD., INC.**	Change program listing from "Holiday & Company" to "It Pays To Be Ignorant."
Page 14	**THE PROCTER & GAMBLE CO.**	Change program listing from "Hercule Poirot" to "Mystery of the Week."
Page 16	**UNITED STATES RUBBER CO.**	Conclusion of season series.

MONTHLY CORRECTIONS • CBS PACIFIC NETWORK PROGRAMS

Page 17	**DAY & NIGHT MANUFACTURING CO.**	Cancel series.
Page 17	**GENERAL PETROLEUM CORP. OF CALIFORNIA**	Cancel series.
Page 18	**MANHATTAN SOAP CO., INC.**	Change program listing to "Bob Garred, News."
Page 19	**VICK CHEMICAL COMPANY**	Change program listing to "Bob Garred, News."
Page 19	**WASHINGTON COOPERATIVE EGG & POULTRY ASSOCIATION**	Change client's name to Washington Cooperative Farmers' Association.

CBS PACIFIC NETWORK TIME CHANGES		NEW TIME (PST)
Page 16	BARRON GRAY PACKING CO.	8:55– 9:00 p.m.
	BEKINS VAN AND STORAGE CO.	4:30– 4:45 p.m.
	CAMPBELL SOUP CO.	7:55– 8:00 p.m.
	CHEMICALS, INC.	9:15– 9:30 p.m.
Page 17	COLONIAL DAMES, INC.	
	(Surprise Theater)	7:25– 7:30 p.m.
	(Meet The Missus)	1:30– 1:45 p.m.
	P. DUFF & SONS, INC.	1:45– 2:00 p.m.
	GUITTARD CHOCOLATE CO. (Tues.)	8:30– 8:45 p.m.
Page 18	KELITE PRODUCTS, INC.	1:45– 2:00 p.m.
	LOMA LINDA FOOD COMPANY	11:30–11:45 a.m.
	LYON VAN & STORAGE CO.	1:30– 1:45 p.m.
	S. A. MOFFATT CO.	1:30– 1:45 p.m.
	PETER PAUL, INC.	4:45– 4:55 p.m.
	PLANTERS NUT AND CHOCOLATE COMPANY	4:30– 4:45 p.m.
Page 19	SOIL OFF MANUFACTURING COMPANY	4:45– 4:55 p.m.
	WASHINGTON COOPERATIVE FARMERS' ASSOCIATION (Wed.)	1:30– 1:45 p.m.
	(Thurs.)	1:45– 2:00 p.m.
	WILCO CO.	11:30–11:45 a.m.
April 1 Supplement	KERR GLASS MANUFACTURING CO.	3:45– 4:00 p.m.

CBS CALIFORNIA NETWORK TIME CHANGES		NEW TIME (PST)
Page 19	FERRY-MORSE SEED CO.	3:30– 3:45 p.m.
	McMAHAN FURNITURE STORES	11:15–11:30 a.m.
	YELLOW CAB CO.	9:30– 9:45 p.m.

CBS Program Book
Supplement for April
to be tipped in here

NEW CBS SUSTAINING PROGRAMS

Columbia Broadcasting Symphony	Sunday 3:00–4:00 p.m. ORIGINATES: WABC	Programs for the new summer series stress contemporary works, directed by Columbia's Bernard Herrmann and top-flight guest conductors.
In My Opinion	Mon. thru Sun. 11:15–11:30 p.m. ORIGINATES: WABC	An informed interpretation of the news by representative leaders of opinion in the realms of public affairs, journalism, science, and sports.
The Columbia Workshop	Sunday 4:00–4:30 p.m. ORIGINATES: WABC	The noted dramatic laboratory, which seeks to advance the radio art through testing new styles and techniques in writing, directing, and acting.
Yours Sincerely	Sunday 12:30–1:00 p.m. ORIGINATES: WABC	Charles Collingwood in New York and Wilson Midgley, BBC, in London further the interchange of American and British culture and information by answering letters from each other's country.

MONTHLY CORRECTIONS CBS SUSTAINING PROGRAMS

Page 22	**Transatlantic Call: People to People**	Cancel program.
Page 25	**Arthur Godfrey**	Change time to 11:00–11:30 a.m.
April 1 Supplement	**Time to Remember**	Change time to 2:45–3:00 p.m.

CBS Program Book
Supplement for April
to be tipped in here

CBS Program Book
Supplement for May
to be tipped in here

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CBS PROGRAM BOOK · SUMMER, 1946

KEY TO FRONT COVER (same sequence as pictures)

PHIL BAKER
Take It or Leave It
Sun. 10 pm EDT

IRENE DUNNE
Screen Guild Players
Mon. 10 pm EDT

ED PAWLEY
Big Town
Tues. 8 pm EDT

BOB HAWK
The Bob Hawk Show
Mon. 7:30 pm EDT

MARK WARNOW
Your Hit Parade
Sat. 9 pm EDT

JEAN HERSHOLT
Dr. Christian
Wed. 8:30 pm EDT

ANN SOTHERN
Maisie
Fri. 10:30 pm EDT

GINGER ROGERS
Academy Award Theatre
Sat. 7 pm EDT

BOB CROSBY
The Bob Crosby Show
Wed. 9:30 pm EDT

DICK HAYMES
The Dick Haymes Show
Thurs. 9 pm EDT

EZRA STONE
The Aldrich Family
Fri. 8 pm EDT

ELIZABETH RELLER
Theatre of Today
Sat. 12 noon EDT

MARX LOEB
Theatre of Romance
Tues. 8:30 pm EDT

BOB HANNON
EVELYN MACGREGOR
American Melody Hour
Tues. 7:30 pm EDT

HOUSE JAMESON
Crime Doctor
Sun. 8:30 pm EDT

JAMES MELTON
Texaco Star Theatre
Sun. 9:30 pm EDT

NILA MACK
Let's Pretend
Sat. 11:05 am EDT

JEANNE CAGNEY
Grand Central Station
Sat. 1 pm EDT

PENNY SINGLETON
Blondie
Sun. 7:30 pm EDT

DAVID ROSE
CURT MASSEY
Holiday for Music
Wed. 10:30 pm EDT

WIN ELLIOT
County Fair
Sat. 1:30 pm EDT

NED CALMER
Sat. and Sun. 8:55 pm EDT

TOM HOWARD
It Pays To Be Ignorant
Fri. 9 pm EDT

BILLIE BURKE
The Billie Burke Show
Sat. 11:30 am EDT

ART LINKLETTER
House Party
Mon. thru Fri. 4 pm EDT

SUMMER, 1946

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Published quarterly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York 22, N. Y.

June 15, 1946

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AUTOMOTIVE

ELECTRIC AUTO-LITE CO.:
Spark Plugs, Batteries, Ignition Systems, Auto Accessories . . . . . Page 7

FORD MOTOR CO.:
Motor Cars . . . . . Page 8

NASH-KELVINATOR CORP.:
Nash Cars and Refrigerators . . . . . Page 12

CIGARETTES & TOBACCO

AMERICAN TOBACCO COMPANY:
Lucky Strike Cigarettes . . . . . Page 4

P. LORILLARD COMPANY:
Old Gold Cigarettes . . . . . Page 11

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Philip Morris Cigarettes . . . . . Page 13

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Camel Cigarettes, Prince Albert Smoking Tobacco . . . . Page 14

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Candy . . . . . Page 7

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Mounds, Ten Crown Activated Charcoal Gum, Walnettos . . . . . Pages 13, 18

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Chewing Gum . . . . . Page 16

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AMERICAN HOME PRODUCTS:
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Bayer Aspirin . . . . . Page 5

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Evening in Paris Face Powder . . . . Page 5

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(See also Laundry Soaps & Household Supplies)
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Face Powder, Face Cream, Rouge, Lipstick and Nail Polish . . . . Page 10

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Post Raisin Bran, Post Bran Flakes, Grapenuts, Grapenuts Flakes, Sanka, Postum, Post Toasties . . . . . Page 9

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Betty Crocker Soups, Breakfast Tray, Cheerios . . . . . Page 9

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(See also Toilet Goods; Laundry Soaps)
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Cab Service . . . . . Page 19

All time listed on the following pages is Eastern Daylight Time unless otherwise indicated.

CBS SPONSORED PROGRAMS

"Weeks on CBS" as of June 1, 1946

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
AMERICAN HOME FOODS, INC. *(41st Week on CBS)*	Saturday 10:00–10:30 a.m. *Rebroadcast 2:30–3:00 p.m.* 147 CBS stations ORIGINATES: WABC	Chef Boy-Ar-Dee Quality Foods *McJunkin Adv. Co.*
Give and Take *Audience participation*		
AMERICAN HOME PRODUCTS, INC. *(695th Week on CBS)*	Mon., Wed., Fri. 4:30–5:00 p.m. 26 CBS stations ORIGINATES: WABC	Anacin and Kolynos *Dancer-Fitzgerald-Sample, Inc.*
Give and Take *Audience participation*		
Our Gal Sunday *Serial drama*	Mon. thru Fri. 12:45–1:00 p.m. 142 CBS stations ORIGINATES: WABC	Anacin *Dancer-Fitzgerald-Sample, Inc.*
Ellery Queen *Mystery drama*	Wednesday 7:30–8:00 p.m. *Rebroadcast 12:30–1:00 a.m.* 53 CBS stations 28 CBC stations ORIGINATES: WABC	Anacin *Ruthrauff & Ryan, Inc.*
The Romance of Helen Trent *Serial drama*	Mon. thru Fri. 12:30–12:45 p.m. 143 CBS stations ORIGINATES: WABC	Kolynos and Bisodol *Dancer-Fitzgerald-Sample, Inc.*
AMERICAN TOBACCO COMPANY *(526th Week on CBS)*	Saturday 9:00–9:45 p.m. *Rebroadcast 12:00–12:45 a.m.* 151 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes *Foote, Cone & Belding*
Your Hit Parade Mark Warnow's Orchestra, Joan Edwards, The Hit Paraders *Music*		
ANCHOR-HOCKING GLASS CORP. *(126th Week on CBS)*	Thursday 9:30–10:00 p.m. 139 CBS stations ORIGINATES: WABC	Anchorglass and Fire King Ovenglass Products *William H. Weintraub & Co., Inc.*
Hobby Lobby *Variety*		

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
ARMSTRONG CORK COMPANY *(243rd Week on CBS)* **Armstrong's Theater of Today** *Drama*	Saturday 12 noon–12:30 p.m. 148 CBS stations ORIGINATES: WABC	Armstrong's Floor Coverings *Batten, Barton, Durstine & Osborn, Inc.*
BALLARD & BALLARD CO. *(174th Week on CBS)* **Renfro Valley Folks** *Serial Drama*	Sunday 9:15–9:45 a.m. 25 CBS stations ORIGINATES: WHAS	Ballard's Obelisk Flour *Henri, Hurst & McDonald, Inc.*
BAYER COMPANY *(557th Week on CBS)* **American Melody Hour** with Jane Pickens, Bob Hannon, Evelyn MacGregor, Orchestra and chorus *Music*	Tuesday 7:30–8:00 p.m. 140 CBS stations ORIGINATES: WABC	Bayer Aspirin *Dancer-Fitzgerald-Sample, Inc.*
BORDEN CO. *(99th Week on CBS)* **+Tommy Riggs and Betty Lou** *Variety*	Friday 7:30–8:00 p.m. *Rebroadcast* *11:30–11:55 p.m.* 146 CBS stations ORIGINATES: KNX	All Products *Young & Rubicam, Inc.*
County Fair *Variety-quiz*	Saturday 1:30–2:00 p.m. 148 CBS stations ORIGINATES: WABC	Borden's Instant Coffee *Kenyon & Eckhardt, Inc.*
BOURJOIS, INC. *(359th Week on CBS)* **+The Tony Martin Show** *Musical*	Saturday 7:30–8:00 p.m. *Rebroadcast* *12:45–1:15 a.m.* 140 CBS stations ORIGINATES: KNX	Evening in Paris Face Powder *Foote, Cone & Belding*
BOWEY'S, INC. *(366th Week on CBS)* **Stars Over Hollywood** with guest stars *Original drama*	Saturday 12:30–1:00 p.m. 53 CBS stations ORIGINATES: KNX	Dari-Rich Products *Sorensen & Company*

+Program or client not listed in Spring Program Book.

CBS SPONSORED PROGRAMS

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CAMPBELL SOUP COMPANY *(599th Week on CBS)* **The Jack Carson Show** *Comedy*	Wednesday 8:00–8:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* 141 CBS stations 29 CBC stations ORIGINATES: KNX	Campbell's Soups, Baked Beans, Tomato Juice *Ward Wheelock Company*
†**Corliss Archer** *Comedy*	Sunday 9:00–9:30 p.m. 141 CBS stations 29 CBC stations ORIGINATES: KNX	
†**Robert Trout** With The News Till Now *News*	Mon. thru Fri. 6:45–7:00 p.m. 24 CBS stations ORIGINATES: WABC	
CELANESE CORPORATION OF AMERICA *(230th Week on CBS)* **Great Moments in Music** with Jean Tennyson and guest stars *Music*	Wednesday 10:00–10:30 p.m. 142 CBS stations ORIGINATES: WABC	Celanese Products *Young & Rubicam, Inc.*
CENTAUR DIVISION, STERLING DRUG INC. *(353rd Week on CBS)* **Big Town** *Drama*	Tuesday 8:00–8:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* 141 CBS stations 22 CBC stations ORIGINATES: WABC	Ironized Yeast *Pedlar & Ryan, Inc.*
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED *(395th Week on CBS)* **Dr. Christian** with Jean Hersholt *Drama*	Wednesday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 147 CBS stations ORIGINATES: WABC	Hair Tonic and Petroleum Jelly *McCann-Erickson, Inc.*
COLGATE-PALMOLIVE-PEET COMPANY *(542nd Week on CBS)* **Colgate Theater of Romance** *Drama*	Tuesday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 146 CBS stations 23 CBC stations ORIGINATES: WABC	Colgate Tooth Powder, Halo Shampoo *Sherman & Marquette, Inc.*

†*Program or client not listed in Spring Program Book.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
COLGATE-PALMOLIVE-PEET COMPANY *Continued* **Blondie** *Comedy*	Sunday 7:30–8:00 p.m. *Rebroadcast* *11:30–12:00 mid.* 143 CBS stations ORIGINATES: KNX	Super Suds *Wm. Esty & Co., Inc.*
CONTINENTAL BAKING CO., INC. *(595th Week on CBS)* **Bachelor's Children** *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast* *3:45–4:00 p.m.* 47 CBS stations ORIGINATES: WBBM	Wonder Bread, Hostess Cake *Ted Bates, Inc.*
CONTINENTAL CAN CO. *(74th Week on CBS)* **Celebrity Club** *Variety*	Saturday 10:15–10:45 p.m. 146 CBS stations ORIGINATES: WABC	Institutional, Packaging, Plastic Products *Batten, Barton, Durstine & Osborn, Inc.*
CREAM OF WHEAT CORP. *(304th Week on CBS)* **Let's Pretend** *Drama*	Saturday 11:05–11:30 a.m. 142 CBS stations ORIGINATES: WABC	Cream of Wheat Cereal *Batten, Barton, Durstine & Osborn, Inc.*
CUDAHY PACKING COMPANY *(477th Week on CBS)* **Tena & Tim** *Dramatic serial*	Mon. thru Fri. 11:30–11:45 a.m. 46 CBS stations ORIGINATES: WBBM	Old Dutch Cleanser *Grant Advertising, Inc.*
CURTISS CANDY COMPANY *(296th Week on CBS)* **News** with Warren Sweeney	Sat., Sun. 11:00–11:05 a.m. 138 CBS stations ORIGINATES: WABC	Candy *C. L. Miller Company*
ELECTRIC AUTO-LITE CO. *(34th Week on CBS)* **The Dick Haymes Show** *Variety*	Thursday 9:00–9:30 p.m. *Rebroadcast* *1:00–1:30 a.m.* 150 CBS stations 27 CBC stations ORIGINATES: KNX	Spark Plugs, Batteries, Ignition Systems, Auto Accessories *Ruthrauff & Ryan, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
ELECTRIC COMPANIES ADVERTISING PROGRAM *(144th Week on CBS)* **The Summer Electric Hour** with Anne Jamison, Bob Shanley, Robert Armbruster's Orchestra and Guests *Variety*	Sunday 4:30–5:00 p.m. 143 CBS stations ORIGINATES: KNX	Institutional *N. W. Ayer & Son, Inc.*
EMERSON DRUG COMPANY *(317th Week on CBS)* **+Forever Ernest** with Jackie Coogan *Comedy*	Monday 8:00–8:30 p.m. *Rebroadcast 12:30–1:00 a.m.* 141 CBS stations ORIGINATES: KNX	Bromo-Seltzer *Batten, Barton, Durstin & Osborn, Inc.*
EVERSHARP, INC. *(348th Week on CBS)* **Take It or Leave It** with Phil Baker and Ray Bloch's Orchestra *Quiz*	Sunday 10:00–10:30 p.m. 150 CBS stations ORIGINATES: WABC	Eversharp Pens, Pencils and Red Top Leads *The Biow Co., Inc.*
Ann Sothern in **"Maisie"** *Comedy*	Friday 10:30–11:00 p.m. 150 CBS stations ORIGINATES: KNX	Eversharp Pens, Pencils and Red Top Leads *The Biow Co., Inc.*
+Tonight On Broadway with Connie Boswell and Ted Husing *Variety*	Monday 10:30–11:00 p.m. 60 CBS stations ORIGINATES: WABC	Injector Razors and Blade *The Biow Co., Inc.*
FORD MOTOR CO. *(446th Week on CBS)* **The Bob Crosby Show** *Musical*	Wednesday 9:30–10:00 p.m. 148 CBS stations ORIGINATES: KNX	Motor Cars *J. Walter Thompson Co*
GENERAL ELECTRIC COMPANY *(222nd Week on CBS)* **G. E. House Party** *Variety*	Mon., Wed., Fri. 4:00–4:25 p.m. 149 CBS stations ORIGINATES: KNX	Household Appliance Division *Young & Rubicam, Inc*

+Program or client not listed in Spring Program Book.

GENERAL FOODS CORPORATION *(580th Week on CBS)*	Friday 8:30–8:55 p.m. *Rebroadcast* *12:30–12:55 a.m.* 145 CBS stations ORIGINATES: WABC	Postum *Foote, Cone & Belding*
Kate Smith Sings *Music*		
Kate Smith Speaks Ted Collins with the News *Talks and news*	Mon. thru Fri. 12 noon–12:15 p.m. 141 CBS stations ORIGINATES: WABC	Post Raisin Bran, Post Bran Flakes Certo *Benton & Bowles, Inc.*
The Baby Snooks Show *Comedy* *(Suspends June 16 thru August 18)*	Sunday 6:30–7:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 144 CBS stations ORIGINATES: KNX	Sanka *Young & Rubicam, Inc.*
The Second Mrs. Burton *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. 142 CBS stations ORIGINATES: WABC	LaFrance, Satina, Post Toasties *Young & Rubicam, Inc.* *Benton & Bowles, Inc.*
The Aldrich Family *Comedy*	Friday 8:00–8:30 p.m. *Rebroadcast* *12:00 mid.–12:30 a.m.* 145 CBS stations ORIGINATES: WABC	Grapenuts, Grapenuts Flakes *Young & Rubicam, Inc.*
GENERAL MILLS, INC. *(807th Week on CBS)*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast* *6:15–6:30 p.m.* 62 CBS stations ORIGINATES: WABC	Betty Crocker Soup Mix *Dancer-Fitzgerald-Sample, Inc.*
Light of the World *Serial drama*		
Valiant Lady *Serial drama*	Mon. thru Fri. 10:00–10:15 a.m. *Rebroadcast* *6:00–6:15 p.m.* 61 CBS stations ORIGINATES: WABC	Cheerios and Breakfast Tray *Dancer-Fitzgerald-Sample, Inc.*
GENERAL MOTORS CORP. *(43rd Week on CBS)*	Saturday 8:00–8:30 p.m. *Rebroadcast* *11:00–11:30 p.m.* 149 CBS stations ORIGINATES: KNX	Frigidaires *Foote, Cone & Belding*
Hollywood Star Time *Drama*		

CBS SPONSORED PROGRAMS

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
GULF OIL CORPORATION *(642nd Week on CBS)* **We the People** with Milo Boulton and Oscar Bradley's Orchestra *Real life experiences*	Sunday 10:30–11:00 p.m. 105 CBS stations ORIGINATES: WABC	Gulf Oil Products *Young & Rubicam, Inc.*
HALL BROS. INC. *(20th Week on CBS)* **Reader's Digest — Radio Edition** *Drama*	Sunday 2:00–2:30 p.m. 149 CBS stations ORIGINATES: WABC	"Hallmark" Greeting Cards *Foote, Cone & Belding*
INTERNATIONAL SILVER COMPANY *(431st Week on CBS)* **Adventures of Ozzie and Harriet** *Comedy* *(Summer replacement show, June 23-August 25:* Silver Theater *starring Conrad Nagle)*	Sunday 6:00–6:30 p.m. 144 CBS stations 21 CBC stations ORIGINATES: KNX	International Sterling and 1847 Rogers Bros. Silverplate *Young & Rubicam, Inc.*
JOHNS-MANVILLE CORPORATION *(252nd Week on CBS)* **Bill Henry** *News*	Mon. thru Fri. 8:55–9:00 p.m. 63 CBS stations ORIGINATES: WABC	Insulating Materials *J. Walter Thompson Co.*
LADY ESTHER, LTD. *(651st Week on CBS)* **Screen Guild Players** *Drama*	Monday 10:00–10:30 p.m. 149 CBS stations ORIGINATES: KNX	Face Powder, Face Cream, Rouge, Lipstick, Nail Polish *The Biow Co., Inc.*
THE LAMBERT CO. *(234th Week on CBS)* **The Billie Burke Show** *Comedy*	Saturday 11:30–12 Noon 148 CBS stations ORIGINATES: KNX	Listerine Tooth Powder *Lambert & Feasley, Inc.*

CLIENT AND FREEHAM	TIME	PRODUCT AND AGENCY
LEVER BROTHERS COMPANY *(565th Week on CBS)* **Lux Radio Theater** William Keighley, director, with famous stars and Lou Silvers' Orchestra *Drama*	Monday 9:00–10:00 p.m. 151 CBS stations 24 CBC stations ORIGINATES: KNX	Lux Soap & Flakes *J. Walter Thompson Co.*
Aunt Jenny's Real Life Stories *Dramatic sketches*	Mon. thru Fri. 11:45–12 Noon 82 CBS stations 24 CBC stations ORIGINATES: WABC	Spry *Ruthrauff & Ryan, Inc.*
Big Sister *Serial drama*	Mon. thru Fri. 12:15–12:30 p.m. 142 CBS stations 24 CBC stations ORIGINATES: WABC	Rinso *Ruthrauff & Ryan, Inc.*
LEWIS-HOWE COMPANY *(211th Week on CBS)* **+The Amazing Mrs. Danbury** with Agnes Moorehead *Drama*	Sunday 8:00–8:30 p.m. 147 CBS stations ORIGINATES: KNX	Tums *Roche, Williams & Cleary, Inc.*
THOMAS J. LIPTON, INC. *(137th Week on CBS)* **Inner Sanctum** *Mystery drama*	Tuesday 9:00–9:30 p.m. 144 CBS stations ORIGINATES: WABC	Lipton's Tea and Continental Soup Mix *Young & Rubicam, Inc.*
P. LORILLARD COMPANY *(440th Week on CBS)* **The Frank Sinatra Show** *Variety*	Wednesday 9:00–9:30 p.m. 140 CBS stations ORIGINATES: KNX	Old Gold Cigarettes *Lennen & Mitchell, Inc.*
MANHATTAN SOAP CO., INC. *(276th Week on CBS)* **The Strange Romance of Evelyn Winters** *Dramatic serial*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast 4:30–4:45 p.m.* 148 CBS stations ORIGINATES: WABC	Blue White Flakes and Sweetheart Soap *Duane Jones Co.*

+Program or client not listed in Spring Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
NASH-KELVINATOR CORP. *(140th Week on CBS)* **+Holiday for Music** David Rose and his Orchestra, Curt Massey, Kitty Kallen *Musical*	Wednesday 10:30–11:00 p.m. 150 CBS stations ORIGINATES: KNX	Nash Cars & Kelvinator Refrigerators *Geyer, Cornell & Newell, Inc.*
NOXZEMA CHEMICAL CO. *(196th Week on CBS)* **Mayor of the Town** with Lionel Barrymore *Drama* *(Suspends July 13 thru August 31)*	Saturday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 59 CBS stations ORIGINATES: KNX	All Products *Ruthrauff & Ryan, Inc.*
PABST SALES CO. *(166th Week on CBS)* **The Mercury Summer Theater** with Orson Welles *Drama*	Friday 10:00–10:30 p.m. 138 CBS stations ORIGINATES: KNX	Pabst Blue Ribbon Beer *Warwick & Legler, Inc.*
THE PARKER PEN CO. *(205th Week on CBS)* **Ned Calmer and the News**	Sat., Sun. 8:55–9:00 p.m. 140 CBS stations ORIGINATES: WABC	Pens, Pencils Quink *J. Walter Thompson Co.*
PET MILK SALES CORPORATION *(654th Week on CBS)* **Saturday Night Serenade** Bill Perry, tenor; Hollace Shaw, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus *Music*	Saturday 9:45–10:15 p.m. 71 CBS stations ORIGINATES: WABC	400-D Pet Milk *Gardner Advertising Company*
Mary Lee Taylor Home Economist *Talks*	Saturday 10:30–11:00 a.m. *Rebroadcast* *2:00–2:30 p.m.* 126 CBS stations ORIGINATES: KMOX	

+Program or client not listed in Spring Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PETER PAUL, INC. *(302nd Week on CBS)* **+Charles Collingwood** and the News *News*	Saturday 6:45–7:00 p.m. 55 CBS stations ORIGINATES: WABC	Candy *Platt-Forbes, Inc.*
PHILIP MORRIS & COMPANY, LTD., INC. *(512th Week on CBS)* **Crime Doctor** *Mystery drama*	Sunday 8:30–8:55 p.m. *Rebroadcast* *11:00–11:25 p.m.* 140 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes *The Biow Co., Inc.*
+It Pays To Be Ignorant *Variety*	Friday 9:00–9:30 p.m. 140 CBS stations ORIGINATES: WABC	
PILLSBURY MILLS, INC. *(413th Week on CBS)* **Grand Central Station** *Drama*	Saturday 1:00–1:30 p.m. 126 CBS stations ORIGINATES: WABC	All Products *McCann-Erickson, Inc.*
THE PROCTER & GAMBLE CO. *(605th Week on CBS)* **Road of Life** *Serial drama*	Mon. thru Fri. 1:45–2:00 p.m. 78 CBS stations ORIGINATES: WABC	Duz *Compton Advertising, Inc.*
+The Lanny Ross Show *Music* *(Suspends July 1-August 16)* *or* **+Mystery of the Week** *Drama* *(Suspends July 1-August 16)*	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast* *11:00–11:15 p.m.* 79 CBS stations ORIGINATES: WABC	Ivory Soap *Compton Advertising, Inc.*
The Jack Smith Show *Songs* *(Suspends July 1-August 16)*	Mon. thru Fri. 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 73 CBS stations ORIGINATES: WABC	Oxydol *Dancer-Fitzgerald-Sample, Inc.*

+Program or client not listed in Spring Program Book

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE PROCTER & GAMBLE CO. *Continued*		
Life Can Be Beautiful *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 68 CBS stations ORIGINATES: WABC	Ivory Soap *Compton Advertising, Inc.*
Ma Perkins *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 74 CBS stations ORIGINATES: WBBM	Oxydol *Dancer-Fitzgerald-Sample, Inc.*
Young Dr. Malone *Serial drama*	Mon. thru Fri. 1:30–1:45 p.m. 46 CBS stations ORIGINATES: WABC	Crisco, Dreft *Compton Advertising, Inc.* *Dancer-Fitzgerald-Sample, Inc.*
Rosemary *Serial drama*	Mon. thru Fri. 2:30–2:45 p.m. 55 CBS stations ORIGINATES: WABC	Ivory Snow *Benton & Bowles, Inc.*
F.B.I. in Peace and War *Drama* *(Suspends July 4-August 15)*	Thursday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 85 CBS stations ORIGINATES: WABC	Lava Soap *The Biow Co., Inc.*
Perry Mason *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. 80 CBS stations ORIGINATES: WABC	Spic & Span, Camay, Dreft *Dancer-Fitzgerald-Sample, Inc.* *Pedlar & Ryan, Inc.*
PRUDENTIAL INSURANCE COMPANY OF AMERICA *(365th Week on CBS)*	Sunday 5:00–5:30 p.m. 147 CBS stations ORIGINATES: WABC	Insurance Services *Benton & Bowles, Inc.*
Prudential Family Hour with Eileen Farrell, Jack Smith, Earl Wrightson, Al Goodman's Orchestra, and chorus *Music*		
R. J. REYNOLDS TOBACCO COMPANY *(682nd Week on CBS)*	Monday 7:30–8:00 p.m. *Rebroadcast 10:30–11:00 p.m.* 150 CBS stations ORIGINATES: WABC	Camel Cigarettes, Prince Albert Smoking Tobacco *William Esty & Co., Inc.*
Bob Hawk Show *Quiz*		

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
ROMA WINE CO., INC. *(169th Week on CBS)* **Suspense** *Mystery drama*	Thursday 8:00–8:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* 82 CBS stations ORIGINATES: KNX	Roma Wines *The Biow Co., Inc.*
SCHENLEY LABORATORIES, INC. *(164th Week on CBS)* **+Encore Theater** *Drama*	Tuesday 9:30–10:00 p.m. 140 CBS stations ORIGINATES: KNX	Penicillin *The Biow Co., Inc.*
E. R. SQUIBB & SONS *(308th Week on CBS)* **+Academy Award Theater** *Drama*	Saturday 7:00–7:30 p.m. 149 CBS stations ORIGINATES: KNX	Squibb Products *Geyer, Cornell & Newell, Inc.*
THE TEXAS COMPANY *(443rd Week on CBS)* **Texaco Star Theater** James Melton and Al Goodman's Orchestra and Guests *Variety*	Sunday 9:30–10:00 p.m. 149 CBS stations 32 CBC stations ORIGINATES: WABC	Texaco Products *Buchanan & Co., Inc.*
UNITED DRUG CO. *(61st Week on CBS)* **+The Wayne King Show** *Music*	Friday 9:30–10:00 p.m. 149 CBS stations ORIGINATES: WBBM	Drugs *N. W. Ayer & Sons, Inc.*
WHITEHALL PHARMACAL COMPANY *(695th Week on CBS)* **Mr. Keen, Tracer of Lost Persons** *Mystery drama*	Thursday 7:30–8:00 p.m. 51 CBS stations ORIGINATES: WABC	Kolynos Tooth Powder and Toothpaste *Dancer-Fitzgerald-Sample, Inc.*
J. B. WILLIAMS COMPANY *(130th Week on CBS)* **William L. Shirer** *News*	Sunday 5:45–6:00 p.m. 144 CBS stations ORIGINATES: WABC	Shaving Cream *J. Walter Thompson Co.*

+Program or client not listed in Spring Program Book.

	Client and Program	Time	Product and Agency
CBS SPONSORED PROGRAMS	**WM. WRIGLEY, JR., COMPANY** *(728th Week on CBS)*	Thursday 10:00–10:30 p.m. 143 CBS stations ORIGINATES: WBBM	Chewing Gum *Arthur Meyerhoff & Co.*
	Island Venture *Navy dramatic series*		
	Gene Autry Show *Musical*	Sunday 5:30–5:45 p.m. *(Effective June 16: 7:00–7:30 p.m.)* 144 CBS stations ORIGINATES: KNX	Chewing Gum *Ruthrauff & Ryan, Inc.*
COLUMBIA PACIFIC NETWORK SPONSORED PROGRAMS *(All times are Pacific Standard time)*	**BARRON GRAY PACKING CO.** *(33rd Week on CBS)*	Friday 8:55–9:00 p.m. ORIGINATES: KNX	Here's Health Vegetable Juice *Long Advertising Service*
	Ona Munson in Hollywood *Hollywood gossip*		
	BEKINS VAN AND STORAGE CO. *(245th Week on CBS)*	Mon., Wed., Fri. 4:30–4:45 p.m. ORIGINATES: KNX	Moving and Storage *Brooks Advertising Agency*
	Harry W. Flannery *News analysis*		
	CAMPBELL SOUP CO. *(599th Week on CBS)*	Mon. thru Sat. 7:55–8:00 p.m. ORIGINATES: KNX	All Products *Ward Wheelock Co.*
	Carroll Alcott *News*		
	CHEMICALS, INC. *(96th Week on CBS)*	Saturday 9:15–9:30 p.m. ORIGINATES: KNX	Vano Household Chemical *Garfield & Guild*
	Don't You Believe It *Narrative drama*		
	COLONIAL DAMES, INC. *(336th Week on CBS)*	Sunday 7:25–7:30 p.m. ORIGINATES: KNX	Cosmetics *Hixson-O'Donnell Advertising, Inc.*
	Surprise Theater with Knox Manning		

TALENT AND PROGRAM	TIME	PRODUCT AND AGENCY
P. DUFF & SONS, INC. *(140th Week on CBS)* **Meet The Missus** *Participation quiz*	Mon., Wed., Fri. 1:45–2:00 p.m. ORIGINATES: KNX	Ready-To-Bake Mixes *W. Earl Bothwell Advertising Agency*
INDUSTRIAL MANAGEMENT CORP. *(27th Week on CBS)* **Voice of the Moment** *Drama*	Saturday 5:00–5:15 p.m. ORIGINATES: KNX	Insect-O-Blitz *Lockwood-Shackelford Co.*
KELITE PRODUCTS, INC. *(83rd Week on CBS)* **Meet the Missus** *Participation quiz*	Tuesday 1:45–2:00 p.m. ORIGINATES: KNX	"Kenu", Chemical Water Softener *Little & Co.*
+KERR GLASS MANUFACTURING CO. *(9th Week on CBS)* **+The Pickards** *Musical*	Mon., Wed., Fri. 3:45–4:00 p.m. ORIGINATES: KNX	Glass Products *Raymond R. Morgan Co.*
LOMA LINDA FOOD COMPANY *(21st Week on CBS)* **Burritt Wheeler** *Talks*	Mon., Wed., Fri. 11:30–11:45 a.m. ORIGINATES: KNX	Loma Linda Foods *Elwood J. Robinson Adv. Agency*
LYON VAN & STORAGE CO. *(28th Week on CBS)* **Meet The Missus** *Participation quiz*	Mon. and Thurs. 1:30–1:45 p.m. ORIGINATES: KNX	Moving and Storage Services *Batten, Barton, Durstine, & Osborn, Inc.*
MANHATTAN SOAP CO., INC. *(276th Week on CBS)* **Bob Garred** *News*	Mon., Wed., Fri. 7:00–7:15 a.m. ORIGINATES: KNX	Sweetheart Soap and Blue White Soap *Duane Jones Co.*

+Program or client not listed in Spring Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
S. A. MOFFATT CO. *(35th Week on CBS)* **Meet The Missus** *Participation quiz*	Friday 1:30–1:45 p.m. ORIGINATES: KNX	Polar Brand Frosted Foods *Honig-Cooper Co.*
PETER PAUL, INC. *(294th Week on CBS)* **Bob Garred** *News*	Mon. thru Sat. 4:45–4:55 p.m. ORIGINATES: KNX	Mounds, Ten Crown Activated Charcoal Gum, Walnettos *Brisacher, Van Norden & Staff*
+PICT-SWEET FOODS, INC. *(2nd Week on CBS)* **Hope Chest** *Audience participation*	Sunday 2:30–3:00 p.m. ORIGINATES: KNX	Food Products *Ruthrauff & Ryan, Inc.*
PLANTERS NUT AND CHOCOLATE COMPANY *(292nd Week on CBS)* **Harry Flannery** *News analysis*	Tues., Thurs., Sat. 4:30–4:45 p.m. ORIGINATES: KNX	All Products *Raymond R. Morgan Agency*
SIGNAL OIL COMPANY *(155th Week on CBS)* **The Whistler** *Mystery drama*	Monday 9:00–9:30 p.m. ORIGINATES: KNX	All Products *Barton A. Stebbins Advertising Agency*
+SIMONIZ COMPANY *(1st Week on CBS)* **Meet The Missus** *Participation quiz*	Tuesday 1:30–1:45 p.m. ORIGINATES: KNX	Polish *Decora, Inc.*
+SUNSET OIL COMPANY *(2nd Week on CBS)* **It Couldn't Happen** with Knox Manning *Narrative drama*	Thursday 8:30–8:45 p.m. ORIGINATES: KNX	Petroleum Products *Hillman-Shane-Breyer*

+Program or client not listed in Spring Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY	
UNION OIL COMPANY OF CALIFORNIA *(147th Week on CBS)* **Nelson Pringle** *News analysis*	Mon. thru Fri. 7:45–8:00 a.m. ORIGINATES: KNX	Gas and Oil *Foote, Cone and Belding*	COLUMBIA PACIFIC NETWORK
VICK CHEMICAL COMPANY *(241st Week on CBS)* **Bob Garred** *News*	Tues., Thurs., Sat. 7:30–7:45 a.m. ORIGINATES: KNX	All Products *Morse International, Inc.*	
WASHINGTON COOPERATIVE FARMERS' ASSOCIATION *(70th Week on CBS)* **Meet The Missus** *Participation quiz*	Wednesday 1:30–1:45 p.m. Thursday 1:45–2:00 p.m. ORIGINATES: KNX	Lynden Foods *Pacific National Advertising Agency*	
WILCO CO. *(21st Week on CBS)* **Burritt Wheeler** *Talks*	Tues., Thurs. 11:30–11:45 p.m. ORIGINATES: KNX	Clearex and Bif *Elwood J. Robinson Adv. Agency*	
FERRY-MORSE SEED CO. *(61st Week on CBS)* **Time for Rolly Langley** *Gardening*	Friday 3:30–3:45 p.m. ORIGINATES: KQW	Seeds *MacManus, John & Adams, Inc.*	COLUMBIA CALIFORNIA NETWORK
McMAHAN FURNITURE STORES *(43rd Week on CBS)* **Knox Manning** *News*	Mon. thru Fri. 1:00–1:15 p.m. ORIGINATES: KNX	House Furnishings *M-C-M Adv. Agency*	
YELLOW CAB CO. *(113th Week on CBS)* **The Story Teller** *Narration*	Saturday 9:30–9:45 p.m. ORIGINATES: KQW	Cab Service *Rhoades & Davis*	

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting* and *balanced.* These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary from time to time to alter some details in its schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these classifications:

NEWS BROADCASTS . . . . . *Page 21*

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DRAMATIC SERIES . . . . . *Page 25*

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RELIGIOUS BROADCASTS . . . . . *Page 27*

CBS SHORTWAVE BROADCASTS . . . . . *Page 28*

SPECIAL BROADCASTS: SPRING, 1946 . . . . . *Page 29*

CBS TELEVISION . . . . . *Page 31*

PROGRAM AND TIME	DESCRIPTION	
News Broadcasts 8:00–8:15 a.m. MONDAY THRU SATURDAY 9:00–9:15 a.m. SUNDAY	Columbia's reporters in foreign capitals, in New York and in Washington cover the vast panorama of economic and political peace developments. Correspondents include Howard K. Smith and Charles Shaw from London, Don Pryor from Paris, George Polk from Cairo, Ed Morgan from Berlin, Richard Hottelet from Moscow, Bill Costello from Tokyo, George Moorad, Bill Downs, Don Mozley, and Webley Edwards from the Marshall Islands, scene of the forthcoming *Operation Crossroads.*	**COLUMBIA NETWORK NEWS SUSTAINING**
News Summaries 9:00–9:15 a.m. MONDAY THRU SATURDAY	A summary of the latest news delivered by Harry Clark with occasional foreign pickups.	
4:25–4:30 p.m. MONDAY THRU SATURDAY	A brief summary of the latest happenings at home and abroad from the CBS News Room.	
6:00–6:15 p.m. MONDAY THRU FRIDAY	A summary of the latest news and an analysis by Quincy Howe.	
11:00–11:10 p.m. SUNDAY THRU SATURDAY	A news summary by John Daly Monday through Friday, and by Ned Calmer Saturday and Sunday.	
News Analyses 11:10–11:15 p.m. SUNDAY THRU SATURDAY	"The Meaning of the News" by Joseph C. Harsch Monday through Friday. On Saturday and Sunday, Columbia presents an analysis by Eric Sevareid.	
Assignment Home 3:00–3:30 p.m. EACH SATURDAY	In collaboration with the U.S. Veterans' Administration, CBS produces this series of programs dramatizing the reactions of demobilized servicemen to the problems they face in the return to civilian life.	**CURRENT AFFAIRS**
Feature Story 5:00–5:15 p.m. MONDAY THRU FRIDAY	Members of CBS' world-wide staff of news correspondents bring to the microphone the many human interest stories that lie under the surface of the latest economic and political events and usually miss being told.	

	PROGRAM AND TIME	DESCRIPTION
CURRENT AFFAIRS *Continued*	**In My Opinion** 11:15–11:30 p.m. MONDAY AND THURSDAY	A series that rounds out and explains the news by revealing its impact on well-known authors, columnists, and men in public life.
	Open Hearing 10:30–11:00 p.m. EACH TUESDAY	From Washington, men and women who make and execute national policies discuss a major issue of the week. A CBS moderator reports background news underlying the issue and sums up the debate.
	Time For Reason 1:30–1:45 p.m. EACH SUNDAY	Lyman Bryson, CBS Consultant on Public Affairs and Professor of Education at Columbia University, gives this series of weekly talks designed to enlighten the public on national and international questions. The series comprises a factual, comprehensive discussion of the important issues of the day as they arise.
SERIOUS MUSIC	**Choir Practice** 9:45–10:00 a.m. EACH SUNDAY	Each Sunday CBS takes its listeners to the Old Stone Mill—community center in the mythical village of Blairstown, Vermont—where before the church service, the folks get together for choir practice.
	Columbia Broadcasting Symphony 3:00–4:00 p.m. EACH SUNDAY (The concerts were suspended on June 2 and 9 for special performances by the Old Vic Theater Company: *Richard III* and *Peer Gynt*, at 3:00-4:30 p.m.)	Directed by Bernard Herrmann, permanent symphonic conductor, the summer series presents the works of major composers and several premiere performances of music by contemporary Americans. Eminent soloists and conductors will also appear on the series.
	E. Power Biggs, Organist 9:15–9:45 a.m. EACH SUNDAY	Playing in the Germanic Museum at Harvard University, he will be joined by members of the Boston Symphony Orchestra to perform works for organ and various instrumental combinations.

PROGRAM AND TIME	DESCRIPTION	
Eileen Farrell 11:30–12:00 midnight EACH MONDAY	CBS continues the series of programs starring the young American singer, Eileen Farrell, accompanied by Bernard Herrmann and the Columbia Concert Orchestra. Her repertory will include well-known concert songs, operatic arias, and familiar operetta selections.	SERIOUS MUSIC
Invitation to Music 11:30–12:00 midnight EACH WEDNESDAY	Distinguished soloists with the Columbia Broadcasting Symphony give emphasis to comparatively unfamiliar but important works of the great composers.	
Salt Lake Tabernacle Choir and Organ 11:30–12:00 noon EACH SUNDAY	J. Spencer Cornwall, assisted by Richard P. Condie, conducts the Tabernacle Choir in this oldest consecutively presented radio series. Organists are Alexander Schreiner and Dr. Frank Asper. The "Spoken Word" is by Richard Evans.	
Carolina Calling 9:30–10:00 a.m. EACH SATURDAY	Musical variety program with a Southern accent, featuring hillbilly tunes, traditional spirituals, and folksongs of the Carolinas. Emcee Grady Cole's cast includes the "Briarhoppers," Fred Kirby, the Johnson Family Singers, and Harry Blair with the White Quartet. From Charlotte.	LIGHT MUSIC
Coffee Club 8:30–9:00 a.m. MONDAY THRU FRIDAY	From Boston comes this program of sparkle and pleasantries to start the day. Songs by Gloria Carroll and Gene Jones and smooth music by Frank Bell and his Java Jivers. Carl Moore is emcee.	

Dance Orchestra
VARIOUS HOURS

Every night—and often during the day—Columbia broadcasts the music of the ranking dance orchestras from all over the country. Throughout the week, CBS audiences can hear:

LES BROWN	SAMMY KAYE
RANDY BROOKS	STAN KENTON
FRANKIE CARLE	ELLIOT LAWRENCE
CARMEN CAVALLARO	JOHNNY LONG
BOB CROSBY	FRANKIE MASTERS
JIMMY DORSEY	HAL McINTYRE
TOMMY DORSEY	RAY McKINLEY
SHEP FIELDS	VAUGHN MONROE
CHUCK FOSTER	ART MOONEY
BENNY GOODMAN	LOUIS PRIMA
GLEN GRAY	CHARLIE SPIVAK
WOODY HERMAN	TOMMY TUCKER
HARRY JAMES	

The Danny O'Neil Show
9:15–10:00 a.m.
MONDAY THRU FRIDAY

Romantic tenor Danny O'Neil sings a Gay 90's song, a Western ballad, a hymn, an Irish song, and one or two current favorites each day. He's supported by Sally Stuart, the Holiday Singers, and Howard Smith's orchestra.

Skyline Roof
6:30–6:45 p.m.
MONDAY THRU FRIDAY

Variety show with a night club atmosphere presenting guest celebrities from stage and screen and starring baritone Gordon MacRae, youthful veteran of Horace Heidt's band, *Junior Miss*, and the U.S. Army troop carrier command.

Treasury Bandstand
2:30–3:00 p.m.
EACH SATURDAY

Popular and semi-classical music by Elliot Lawrence and his orchestra, with rhythm singer Rosalind Patton and baritone Jack Hunter as featured soloists. From Philadelphia.

Waitin' for Clayton
6:15–6:30 p.m.
MONDAY THRU FRIDAY

Patti Clayton, the bright new singing star who first made her mark with Arthur Godfrey. Archie Bleyer conducts the orchestra on her program of popular ballads.

DRAMATIC SERIES

Cimarron Tavern
5:30–5:45 p.m.
MONDAY THRU FRIDAY

The color and high adventure that marked the opening of America's southwest are recreated. The thrilling escapades of early settlers, and the pageantry of the past make the story of the Cimarron country as exciting as if it happened today.

The Columbia Workshop
4:00–4:30 p.m.
EACH SUNDAY

The noted dramatic laboratory, which seeks to advance the radio art through testing new styles and techniques in writing, directing, and acting.

Crime Photographer
10:00–10:30 p.m.
EACH TUESDAY

The weekly adventure of Casey, an inquisitive newspaper photographer, and a girl reporter tracking down crime in a big city is packed with sophisticated humor and excitement. It's a complete mystery story with all the trimmings.

The Sparrow and The Hawk
5:45–6:00 p.m.
MONDAY THRU FRIDAY

The "Sparrow" is a 16-year-old aviator. His uncle, the "Hawk", is a former Lt. Col. of the AAF. They take on assignments which lead to adventure high in the sky as they work together in the exciting development of civilian aviation.

Time to Remember
2:45–3:00 p.m.
MONDAY THRU FRIDAY

Milton Bacon draws from his rich fund of regional legends and true stories collected after many years of travel into every state of the union. Many of the stories are dramatized in this unique program of American folklore.

LIGHT ENTERTAINMENT

Arthur Godfrey
11:00–11:30 a.m.
MONDAY THRU FRIDAY

Fred Allen calls him "the Huckleberry Finn of radio." Godfrey presides as master of ceremonies over his own musical and variety show. His banter and contagious chuckling are accompanied by an orchestra, chorus and several vocalists.

	PROGRAM AND TIME	DESCRIPTION
LIGHT ENTERTAINMENT *Continued*	**Cinderella, Inc.** 3:30–4:00 p.m. MONDAY THRU FRIDAY	Four representative housewives from all quarters of the country visit New York, with all expenses paid, for a four-week fling at the city's theaters, night clubs, beauty parlors, and department stores. Every afternoon they tell about their adventures and introduce celebrities they meet along the way.
	Night Time On The Trail 12:05–12:30 a.m. EACH MONDAY	Song and comedy show set in a Grand Hotel of the wide open spaces, the mythical ranch of emcee Harry Douglas. Western characters on the trail put up for the night and join hired hands Don Sullivan, Louisiana Lou, and the Rhythm Riders in front-porch fun and melody. From Kansas City.
EDUCATIONAL PROGRAMS	**Adventures in Science** 2:15–2:30 p.m. EACH SATURDAY	Watson Davis, Director of Science Service, brings to the microphone prominent guest scientists who explain recent discoveries in industry and medicine and report on scientific progress made during the war years.
	American Portrait 6:15–6:45 p.m. EACH SATURDAY	Dramatized biographies of distinguished Americans whose ideas have contributed greatly to the nation's coming of age. From these broadcasts will emerge a distinctive portrait of America.
	Columbia's Country Journal 8:30–9:00 a.m. EACH SUNDAY	The farmer's daily problems and his role in the nation's business form the weekly theme of Charles ("Chuck") Worcester's "radio farm magazine." Originating in Washington for national farm news, it frequently switches to various farm regions of the country highlighting local problems and developments.
	Frontiers of Science 11:15–11:30 p.m. EACH TUESDAY	John Pfeiffer, CBS Science Director, reports the news of science and medicine and recounts the significant achievements of research scientists as contributions to modern culture.

PROGRAM AND TIME	DESCRIPTION
Invitation to Learning 12:00–12:30 p.m. EACH SUNDAY	Distinguished scholars, authors and critics meet informally on this series to discuss the outstanding classics of world literature. Over three hundred books have been analyzed on this program, which is now in its sixth year on the air.
Of Men and Books 2:00–2:15 p.m. EACH SATURDAY	On this popular series now in its seventh year on CBS, John Mason Brown, associate editor and drama critic of the *Saturday Review of Literature*, discusses the latest books and their authors.
People's Platform 1:00–1:30 p.m. EACH SUNDAY	Provocative issues of the day informally debated by two speakers who stress their opposing views, but seek also a common meeting ground.
Woman's Club 5:15–5:30 p.m. MONDAY THRU FRIDAY	Dramatist, editor, and foreign correspondent Isabel Leighton introduces notable guests from the fields of politics, literature, music, drama, and child guidance.
Yours Sincerely 12:30–1:00 p.m. EACH SUNDAY	Charles Collingwood in New York and Lionel Gamlin, BBC, in London further the interchange of American and British culture and information by answering letters written by the radio audience of each other's country.
Church of the Air 10:00–10:30 a.m. 10:30–11:00 a.m. EACH SUNDAY	In its 15th consecutive year, the pulpit of Columbia's *Church of the Air* continues to be impartially available, twice each Sunday, to America's religious faiths.
Wings Over Jordan 11:05–11:30 a.m. EACH SUNDAY	The renowned twenty-voice choir sings spirituals and gospel songs. The Rev. Glynn T. Settle conducts the responsive Bible reading and gives a brief inspirational message.

EDUCATIONAL PROGRAMS

RELIGIOUS BROADCASTS

PROGRAM AND TIME		DESCRIPTION
SPECIAL CBS SHORTWAVE BROADCASTS TO LATIN AMERICA *CBS transmits on* *WCBX, New York* *WCRC, New York* *WCBN, New York*	**News, News Features and Entertainment Beamed to The Network of the Americas** In: SPANISH PORTUGUESE	From 5:00 p.m. till 2:00 a.m. the following morning Columbia programs are beamed to all Latin America in both Spanish and Portuguese. News, cultural and sports features are emphasized; musical and dramatic shows, many of which are rebroadcast on standard wave by Columbia's 112 affiliated stations in Latin America, round out the entertainment schedule.
SPECIAL CBS SHORTWAVE BROADCASTS TO EUROPE AND THE EAST *CBS transmits on* *WCBX, New York* *WCRC, New York* *WCDA, New York* *WOOC, New York* *WOOW, New York* *WCBN, New York*	**News, News Features and Entertainment Beamed Overseas** In: ENGLISH FRENCH ITALIAN GERMAN POLISH SERBO-CROATIAN DUTCH CZECH	News in eight languages—plus more than 2¾ hours of entertainment for American troops and other English-speaking listeners abroad is directed seven days a week to Europe, Africa, the Near East and Asia by the CBS Shortwave Department. Daily programs are retransmitted by *Radio Luxembourg, Radio Bari, Radio Rome, Radio Naples, Radio Palermo, Radio Florence, The Voice of America in North Africa* (formerly known as *Radio Algiers)* and *The United Nations' Network.* For more than a year, CBS has been operating at Delano, California the two new 50 kw. transmitters (KCBA and KCBF) and also the giant 200 kw. transmitter, KCBR, all equipped with a system of highly directional antennas. These transmitters provide a West Coast originating base for programs serving our troops and our allies in the Pacific and in carrying out the program of the occupation of Japan and the former Japanese-held territories. Languages used on the West Coast transmissions include Chinese, Japanese, Korean, Malayan, Dutch and English.

SPECIAL BROADCASTS: SPRING, 1946

Listed here is a representative group of special CBS broadcasts under two general categories:

1. Sustaining broadcasts of distinctive program value.

2. Programs of public significance arranged by the CBS Talks Department.

These broadcasts are scheduled on a week to week, day to day, and even, on occasion, hour to hour basis. This flexibility helps to sharpen the broadcasts from the point of view of public service and timeliness.

NOTABLE BROADCASTS:

As the pressures of rising costs and wages threatened to crack price ceilings Columbia brought to its microphones representatives of the Administration and the country's manufacturers to explain their viewpoints. On APRIL 8 Economic Stabilizer Chester Bowles and four other government officials urged that consumers help *Hold the Line*. Then on APRIL 16 the National Association of Manufacturers asked listeners to focus their attention on the supply of goods and sponsored a *Roll Call of Production*, conducted by Dr. Ralph Robey.

APRIL 21. Columbia marked the first peaceful Easter Sunday in seven years with three hours of special early morning programs, picking up five sunrise services from coast to coast—from the Moravian Cemetery in Winston Salem, N.C.; Hines Hospital, Hines, Ill.; Arlington (Va.) National Cemetery; Forest Lawn Park, Glendale, Cal.; and the Garden of the Gods, Colorado Springs, Colo.

APRIL 25. On the first anniversary of the United Nations charter the Independent Citizens Committee of Arts, Sciences, and Professions sponsored Norman Corwin's special broadcast *The Year One*, presenting Secretary General Trygve Lie and five Security Council delegates: Henri Bonnet, France; Edward R. Stettinius, United States; Andrei A. Gromyko, Russia; Sir Alexander Cadogan, England; Dr. Quo Tai-Chi, China.

MAY 28. As Joint Army-Navy Task Force One steamed toward the Bikini Atoll, Commanding Vice Admiral W. H. P. Blandy appealed to the nation from his flagship to listen to Columbia's unprecedented special program, *Operation Crossroads*. In the hour that followed listeners heard a dramatic life-and-death discussion of the question: "How can the peoples of the world use their sovereignty to insure humanity's survival and civilization's progress in the atomic age?" From the auditorium of the Library of Congress listeners heard CBS interlocutor Robert Trout and 21 representative Americans, known and unknown, including: the tail-gunner of the B-29 that bombed Hiroshima, Professor Albert Einstein, Commander Harold E. Stassen, a Minneapolis woman who lost three sons in the war, Mrs. Wendell Willkie, and a Texas farmer. They heard, in short, a memorable inquiry into the costs and methods of making atomic energy an instrument for building a new world, instead of a weapon for mankind's annihilation.

TALKS:

FEBRUARY 12: REPRESENTATIVE JOHN E. FOGARTY, Democrat of Rhode Island, reported on the House Naval Affairs Subcommittee's 21,000 mile tour of Pacific bases: 10:30-10:45 p.m. EST.

FEBRUARY 19: Economic Stabilizer CHESTER BOWLES described the "Big Steel" price-pay formula: 10:45-11:00 p.m. EST.

FEBRUARY 26: ROBERT R. WASON, President of the National Association of Manufacturers, spoke on "Let's Tackle Inflation While We Can": 10:45-11:00 p.m. EST.

MARCH 5: ROBERT M. HUTCHINS, President of the University of Chicago, discussed the McMahon Bill and urged civilian control of atomic energy: 10:45-11:00 p.m. EST.

MARCH 9: Chairman of the National American Red Cross BASIL O'CONNOR explained the needs behind the 1946 Fund Campaign: 3:30-3:45 p.m. EST.

MARCH 9: Secretary of War ROBERT P. PATTERSON discussed the control of "Atomic Energy": 10:45-11:00 p.m. EST.

MARCH 13: R. O'HARA LANIER, newly appointed Minister to Liberia, explained the National Urban League's campaign for equal opportunities for Negro youth: 6:30-6:45 p.m. EST.

MARCH 16: CONGRESSMAN ANDREW J. BIEMILLER, Democrat of Wisconsin, discussed "America's 1946 Production Problem": 10:45-11:00 p.m. EST.

MARCH 17: Prime Minister of Ireland EAMON DEVALERA spoke on the meaning of St. Patrick's Day: 1:30-1:45 p.m. EST.

MARCH 18: SENATOR BRIEN MCMAHON, Democrat of Connecticut, discussed "Legislative Control of Atomic Energy": 11:15-11:30 p.m. EST.

MARCH 19: SECRETARY OF THE TREASURY FRED M. VINSON and ANTONIO ESPINOSA DE LOS MONTEROS, Mexican Ambassador to the United States, explained the decisions of the International Monetary Conference at Savannah, Georgia: 6:15-6:30 p.m. EST.

MARCH 21: SENATOR HARLEY M. KILGORE, Democrat of West Virginia, presented his views on the role of the press: 11:15-11:30 p.m. EST.

MARCH 23: L. B. PEARSON, Canadian Ambassador to the United States and Chairman of the Supply Committee of UNRRA, spoke on "The World Food Crisis: A Canadian View": 3:30-3:45 p.m. EST.

MARCH 27: RABBI STEPHEN WISE addressed a mass meeting gathered at Madison Square Garden to mark the publication of the "Black Book", the record of the Nazi annihilation of 6,000,000 Jews: 11:15-11:30 p.m. EST.

MARCH 29: SIR SARVEPALLI RADHAKRISHNAN, Professor of Eastern Religions and Ethics at Oxford University, talked about "The Role of India in the Present Crisis of the Spirit": 6:30-6:45 p.m. EST.

MARCH 30: French Ambassador to the United States HENRI BONNET presented the French position on the Iranian question before the UN Security Council: 10:45-11:00 p.m. EST.

APRIL 4: FIORELLO H. LAGUARDIA, in his first speech as new Director General of UNRRA, promised that "Little Children Shall Not Starve": 11:00-11:30 a.m. EST.

APRIL 12: SENATOR STYLES BRIDGES, Republican of New Hampshire and member of the Senate Military Affairs Committee, spoke on the "Selective Service Act": 6:15-6:30 p.m. EST.

APRIL 13: U.S. Representative to UNESCO DR. ESTHER C. BRUNAUER discussed the rehabilitation of Europe's war-devastated schools: 10:45-11:00 p.m. EST.

APRIL 20: SENATOR GLEN H. TAYLOR, Democrat of Idaho, opposed the extension of Selective Service: 10:45-11:00 p.m. EST.

APRIL 27: JULIUS JAY PERLMUTTER, Chairman of the Sponsors of Government Action Against Cancer, explained his organization's activities to mobilize American citizens behind a government program: 3:30-3:45 p.m. EST.

MAY 5: In a philosophical approach to the political scene SENATOR JOSEPH H. BALL, Republican of Minnesota, spoke on "Yardstick For Democracy": 1:30-1:45 p.m. EDT.

MAY 11: On the eve of his return to England, after five years as Great Britain's Ambassador, LORD HALIFAX made his farewell address to the people of the United States: 10:45-11:00 p.m. EDT.

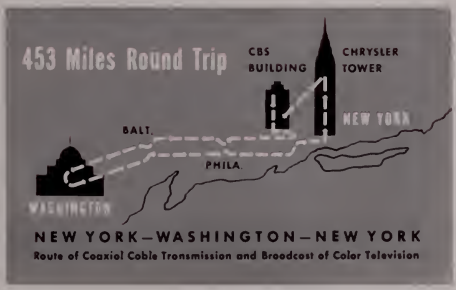
MAY 14: Secretary-General of the UN TRYGVE LIE addressed the United States Associates of the International Chamber of Commerce on "World Economic Cooperation": 10:00-10:30 p.m. EDT.

MAY 16: JOHN G. WINANT, permanent United States representative to the United Nations Economic and Social Council, addressed the American Association for the United Nations on "The Pursuit of Happiness in the Economic and Social World": 10:30-11:00 p.m. EDT.

CBS TELEVISION

On April 19 a series of colored motion pictures funneled into a coaxial cable on the 10th floor of CBS headquarters in New York, and headed south. Three-thousandths of a second later the same pictures—still bright, clear, and beautiful—reappeared on a television screen four floors below.

In the meantime they had traveled by cable to the network's television studios at Grand Central Station, from there to the A. T. & T. building on the Avenue of the Americas, and thence to Washington via Philadelphia and Baltimore. Retracing the coaxial path, the pictures sped back to New York and to Columbia's ultra-high-frequency transmitter W2XCS in the Chrysler Building which returned them, airborne, to the receiver at CBS.



In the meantime, too, the pictures had:

1. Demonstrated that today's coaxial cable system *can* carry television programs in full and vivid color.
2. Matched every step involved in network television.
3. Proved that color networks can be formed as rapidly as black-and-white networks.
4. Eliminated the last major objection to the workability of color television as a network service.

★ ★ ★

After a two-month lapse to adjust its transmitter to a new frequency channel, Columbia's black-and-white television station WCBW—NY is back on the air (channel 2, 54-60 megacycles) with a basic five-day, Wednesday-through-Sunday schedule. On Thursday, Saturday, and Sunday WCBW presents a series of live programs, beginning at 8:15 p.m. EDT. Wednesday and Friday: films at 8:15 p.m. or remote pickups in the afternoon or evening.

CBS PROGRAM BOOK SUPPLEMENT · AUGUST 1, 1946

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

NEW CBS PROGRAMS (All times are Pacific Standard Time)

R. B. SEMLER, INC. *(99th week on CBS)* **Jack In All Trades** *Audience Participation*	Monday 8:00–8:30 p.m. ORIGINATES: KNX	Kreml Hair Tonic *Erwin, Wasey & Co.*
TONI COMPANY *(6th week on CBS)* **Meet the Missus** *Audience Participation*	Mon., Wed., Fri. 1:45–2:00 p.m. ORIGINATES: KNX	Toni Permanent Wave *J. Walter Thompson Co.*

MONTHLY CORRECTIONS · CBS SPONSORED PROGRAMS (All times are Eastern Daylight Time)

Page 4	**ANCHOR-HOCKING GLASS CORP.**	Change program listing to "Crime Photographer".
Page 6	**CHESEBROUGH MANUFACTURING CO., CONSOLIDATED**	Change origination to KNX.
Page 7	**CUDAHY PACKING CO.**	Cancel series.
Page 8	**EMERSON DRUG CO.**	Change program listing to "Inner Sanctum".
Page 8	**EVERSHARP, INC.**	"Maisie" returns August 16 after hiatus.
Page 9	**GENERAL FOODS CORP.**	"The Adventures of the Thin Man returns August 9, Fridays, 8:30–8:5 p.m. (for Sanka), following hiatus. Cancel "The Aldrich Family" ser after August 16. "The Baby Snooks Show" hiatus tended thru August 30.
Page 10	**JOHNS-MANVILLE CORP.**	Change origination to KNX.
Page 8	**FORD MOTOR CO.**	Hiatus July 24 thru Sept. 11.

KEY TO BACK COVER (same sequence as pictures)

BETTY GRABLE
Hollywood Star Time
Sun. 2:30 pm EDT

JACKIE COOGAN
Forever Ernest
Mon. 8 pm EDT

TOMMY RIGGS
Tommy Riggs and Betty Lou
Fri. 7:30 pm EDT

CLAUDETTE COLBERT
Reader's Digest — Radio Edition
Sun. 2 pm EDT

WILLIAM L. SHIRER
Sun. 5:45 pm EDT

JANET WALDO
Meet Corliss Archer
Sun 9 pm EDT

CHARLES COLLINGWOOD
Sat. 6:45 pm EDT

EILEEN FARRELL
The Family Hour
Sun. 5 pm EDT

TONY MARTIN
Listen To A Love Song
Sat. 7:30 pm EDT

ROBERT TROUT
Mon. thru Fri. 6:45 pm EDT

GENE AUTRY
Sun. 5:30 pm EDT

MILO BOULTON
We, The People
Sun. 10:30 pm EDT

BILL HENRY
Mon. thru Fri. 8:55 pm EDT

GERTRUDE WARNER
The Adventures of Ellery Queen
Wed. 7.30 pm EDT

WILLIAM SPIER
Suspense
Thurs. 8 pm EDT

BILL PERRY
Saturday Night Serenade
Sat. 9:45 pm EDT

BENNETT KILPACK
Mr. Keen
Thurs. 7:30 pm EDT

BASIL RATHBONE
Stars Over Hollywood
Sat 12.30 pm EDT

ROBERT LANORY
Columbia Workshop
Sun. 4 pm EDT

ARTHUR GODFREY
Mon. thru Fri. 11 am EDT

LYMAN BRYSON
Time For Reason
Sun. 1.30 pm EDT

DANNY O'NEIL
The Danny O'Neil Show
Mon thru Fri. 9.15 am EDT

EDWARD R. MURROW
In My Opinion
Mon and Thurs. 11:15 pm EDT

CHUCK WORCESTER
Columbia's Country Journal
Sun. 8:30 am EDT

MONTHLY CORRECTIONS - CBS SPONSORED PROGRAMS (continued)

Page 11	**LEVER BROTHERS CO.**	"Lux Radio Theater" returns August 26 following hiatus. New program listing: "State Senator", Monday, 8:30–8:55 p.m.
Page 11	**THOMAS J. LIPTON, INC.**	Change program listing to: "Vox Pop", Tuesday, 9 to 9:30 p.m., beginning August 27.
Page 12	**PABST SALES CO.**	Change origination to WABC.
Page 13	**PETER PAUL, INC.**	Cancel series.
Page 13	**THE PROCTER & GAMBLE CO.**	"The Lanny Ross Show" returns August 19 following hiatus. "The Jack Smith Show" returns August 19 following hiatus. "F.B.I. in Peace and War" returns August 22 following hiatus.
Page 15	**UNITED DRUG CO.**	Change client listing to United-Rexall Drug Co.

MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS

Page 19	**WASHINGTON COOPERATIVE FARMERS' ASSOCIATION**	Cancel series.

NEW CBS SUSTAINING PROGRAMS

Cross Section—NAM	Saturday 3:45–4:00 p.m. ORIGINATES: WABC	Roving back and forth through the shops and factories of American business, CBS reporter Dwight Cook talks over current problems with owners and managers.
St. Louis Municipal Opera	Saturday 7:00–7:30 p.m. ORIGINATES: KMOX	Stars of radio and concert hall in songs from light operas and musical comedies. 28th summer series of the St. Louis Municipal Opera.

Page 8	**FORD MOTOR CO.**	Hiatus July 24 thru Sept. 11.

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Sun. 2:30 pm EDT

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Tommy Riggs and Betty Lou
Fri. 7:30 pm EOT

CLAUDETTE COLBERT
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Sun. 2 pm EDT

WILLIAM L. SHIRER
Sun. 5:45 pm EOT

JANET WALDO
Meet Corliss Archer
Sun 9 pm EOT

CHARLES COLLINGWOOD
Sat. 6:45 pm EOT

EILEEN FARRELL
The Family Hour
Sun. 5 pm EOT

TONY MARTIN
Listen To A Love Song
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Mon. thru Fri. 6:45 pm EDT

GENE AUTRY
Sun 5:30 pm EOT

MILO BOULTON
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Sun 10:30 pm EOT

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Mon. thru Fri. 8:55 pm EOT

GERTRUDE WARNER
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Wed. 7:30 pm EDT

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Thurs. 8 pm EOT

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Sat. 9:45 pm EDT

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Sun. 4 pm EOT

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Mon. thru Fri. 11 am EDT

LYMAN BRYSON
Time For Reason
Sun. 1:30 pm EOT

DANNY O'NEIL
The Danny O'Neil Show
Mon thru Fri. 9:15 am EOT

EDWARD R. MURROW
In My Opinion
Mon. and Thurs 11:15 pm EDT

CHUCK WORCESTER
Columbia's Country Journal
Sun. 8:30 am EDT

Songs by Larry Carr	Monday thru Friday 6:30–6:45 p.m. ORIGINATES: WABC	Tunes from Broadway hits by the young baritone who went from Hollywood night clubs to a star role in *Hey Rookie*, the Army show that played for 18 months overseas.
Hawk Durango	Friday 10:30–11:00 p.m. ORIGINATES: KNX	Spirited drama of a western vendetta. Elliot Lewis plays the colorful central character who keeps the desert town of Sundown Wells in constant turmoil by his efforts to institute law and order.
Intrigue	Wednesday 9:30–10:00 p.m. ORIGINATES: KNX	As the "Devil's Advocate", Joseph Schildkraut escorts listeners each week to a world of sinister duplicity, introducing them to a series of dramas of dangerous political adventure.
The Whistler	Wednesday 8:00–8:30 p.m. ORIGINATES: KNX	Psychological mystery series built around a detective who whistles abstractedly as he works. Now coast to coast after four years on Columbia's Pacific network.
Arthur Godfrey's Talent Scouts	Tuesday 9:00–9:30 p.m. ORIGINATES: WABC	Godfrey's legion of loyal listeners bring in their discoveries for competitive auditions that mean a reward for the talent scout and a chance at the big time for the performer.
Danny O'Neil and His Guests	Saturday 8:30–8:55 p.m. ORIGINATES: WABC	Romantic tenor Danny O'Neil invites other noted singers, instrumentalists, and comedians to share his half-hour of song and variety.
Oklahoma Round-Up	Saturday 10:15–10:45 p.m. ORIGINATES: KOMA	Songs, humor, and folklore of the Southwest in a variety program written and presided over by Hiram Higsby.

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NEW CBS SUSTAINING PROGRAMS (continued)

Sound Off With Mark Warnow	Thursday 8:30–8:55 p.m. ORIGINATES: WABC	Musical series featuring Mark Warnow and his orchestra with top-ranking guest soloists and the Lyn Murray chorus. Dramatic vignettes based on the peacetime accomplishments of the U.S. Army. A joint CBS-U.S. Army Recruiting Service production.
Sweeney & March	Friday 8:30–8:55 p.m. ORIGINATES: KNX	Satires on everyday life, and on themselves, by gullible Bob Sweeney and his tormentor, Hal March. Music by Wilbur Hatch.
The Jack Kirkwood Show	Monday 9:30–10:00 p.m. ORIGINATES: KNX	The veteran comedian in a new half-hour program, supported by Lillian Leigh, Gene Lavalle, and Lud Gluskin's orchestra.

MONTHLY CORRECTIONS - CBS SUSTAINING PROGRAMS

Page 21	**ASSIGNMENT HOME**	Change time to Sunday, 2:00–2:30 p.m.
Page 26	**COLUMBIA'S COUNTRY JOURNAL**	Change time to Saturday, 2:00–2:30 p.m.
Page 8	**FORD MOTOR CO.**	Hiatus July 24 thru Sept. 11.

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CBS PROGRAM BOOK SUPPLEMENT • JULY 1, 1946

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

NEW CBS SPONSORED PROGRAMS

(All times are Eastern Daylight Time)

AMERICAN HOME FOODS, INC. *(45th Week on CBS)* **Surprise Party** *Audience Participation*	Tues., Thurs. 3:00–3:30 p.m. 37 CBS stations ORIGINATES: KNX	G. Washington Coffee *Ruthrauff & Ryan, Inc.*
HOUSEHOLD FINANCE CORP. *(79th Week on CBS)* **Phone Again Finnegan** *Comedy drama*	Thursday 10:30–11:00 p.m. 63 CBS stations ORIGINATES: KNX	Personal Loans *Shaw-Le Vally, Inc.*

NEW CBS PACIFIC NETWORK PROGRAMS

(All times are Pacific Standard Time)

"42" PRODUCTS, INC. *(86th Week on CBS)* **Bob Garred** *News*	Tues., Thurs., Sat. 4:45–4:55 p.m. ORIGINATES: KNX	All Products *Brisacher, Van Norden & Staff*

MONTHLY CORRECTIONS • CBS SPONSORED PROGRAMS

Page 4	**AMERICAN HOME PRODUCTS, INC.**	Change client listing of "Ellery Queen" and "Give and Take" to Whitehall Pharmacal Company.
Page 6	**CAMPBELL SOUP CO.**	"The Jack Carson Show" hiatus July 3 thru Sept. 25.
Page 6	**CELANESE CORP. OF AMERICA**	Cancel series.
Page 6	**CHESEBROUGH MANUFACTURING CO., CONSOLIDATED**	Change origination to KNX.
Page 7	**CONTINENTAL CAN CO.**	Cancel series.
Page 8	**FORD MOTOR CO.**	Hiatus July 24 thru Sept. 11.

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MONTHLY CORRECTIONS · CBS SPONSORED PROGRAMS (continued)		
Page 9	**GENERAL FOODS CORP.**	"Kate Smith Sings" hiatus July 5 thru Sept. 27. Change "The Aldrich Family" product to "Postum".
Page 10	**HALL BROS. INC.**	Cancel series.
Page 11	**LEVER BROS. CO.**	"Lux Radio Theater" hiatus July 1 thru Aug. 19. Change "Aunt Jenny" to 12:15–12:30 p.m. Cancel "Big Sister" series.
Page 11	**LEWIS-HOWE CO.**	Cancel series.
Page 11	**THOMAS J. LIPTON, INC.**	Hiatus July 2 thru Aug. 20.
Page 11	**P. LORILLARD CO.**	"Sad Sack", comedy, summer replacement for "Frank Sinatra Show".
Page 14	**THE PROCTER & GAMBLE CO.**	"Big Sister" replaces "Life Can Be Beautiful" at 1:00–1:15 p.m. Change "Rosemary" time to 11:45–12:00 Noon.
Page 15	**E. R. SQUIBB & SONS**	Change time to Wed., 10:00–10.30 p.m.
Page 16	**WM. WRIGLEY JR., CO.**	Cancel "Island Venture" series. Change "Gene Autry Show" time to 7:00–7:30 p.m.
MONTHLY CORRECTIONS · CBS PACIFIC NETWORK PROGRAMS		
Page 17	**P. DUFF & SONS, INC.**	Cancel series.
Page 17	***Add* GUITTARD CHOCOLATE CO.**	"That's A Good Idea" omitted from Summer Program Book. Current time: 8:00–8:15 p.m. Sun.
Page 17	**KELITE PRODUCTS, INC.**	Cancel series.
Page 17	**KERR GLASS MANUFACTURING CO.**	Cancel series.
Page 17	**LOMA LINDA FOOD CO.**	Change to Mon. and Fri.

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Page 18	**S. A. MOFFATT CO.**	Cancel series.
Page 18	**PETER PAUL, INC.**	Change to Mon., Wed., Fri.
Page 18	**SIMONIZ CO.**	Change time to 1:45–2:00 p.m.

NEW CBS SUSTAINING PROGRAMS

Howard K. Smith From London	Sunday 1:45–2:00 p.m. ORIGINATES: WABC	An analysis of the week's international news as viewed from London by the Chief of CBS' European News Staff.
Report from the UN	Sunday 11:15–11:30 p.m. ORIGINATES: WABC	Charles Collingwood sums up the week's developments at UN meetings in New York.
Report from Washington	Friday 6:15–6:30 p.m. ORIGINATES: WTOP	A summary of the week on Capitol Hill sketched in against the broader background of current national questions.
Sports Arena	Saturday 11:15–11:30 p.m. ORIGINATES: WABC	Joe Weeks and other network reporters in a review of highlights in spectator and participation sports.
Washington	Saturday 6:00–6:15 p.m. ORIGINATES: WTOP	Problems resulting from World War II, domestic economic questions, and trends affecting world security analyzed by network correspondents in the nation's capital.
Weekly News Review	Sunday 2:30–3:00 p.m. ORIGINATES: WABC	An informative, colorful summary of the week's developments in national and international affairs, business, labor, science, religion, and sports.
Word from the Country	Wednesday 6:15–6:30 p.m. ORIGINATES: WABC	A weekly spot-check of regional news, editorial opinion, and feature stories from various cities across the nation.
Matinee at Meadowbrook	Saturday 5:00–6:00 p.m. ORIGINATES: WABC	Full-hour variety program presenting emcee John Tillman, comedian Art Carney, guest artists, and the name band currently playing at Frank Dailey's Meadowbrook.

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NEW CBS SUSTAINING PROGRAMS (continued)

Viva America	Sunday 6:30–7:00 p.m. ORIGINATES: WABC	The notable South-of-the-Border musical revue returns at a new time with its authentic rhythms and colorful Latin American artists.
Richard Lawless	Sunday 8:00–8:30 p.m. ORIGINATES: WABC	Swashbuckling new series of dramatic programs set in 17th Century England, in the reign of Charles II.
Johnny's Front Porch	Sunday 5:30–5:45 p.m. ORIGINATES: WABC	Humorous soliloquy on the American scene by homespun Southerner John Faulk.
Kiss and Make Up	Monday 9:00–9:30 p.m. ORIGINATES: WABC	"Judge" Milton Berle presides over a Court of Petty Grievances, where members of the studio and radio audiences put themselves and their abusers on trial.
Night Life	Tuesday 10:00–10:30 p.m. ORIGINATES: WABC	Musical variety program with Teddy Wilson's orchestra, guests, and singer and comedian Willie Bryant as master of ceremonies.
Sing Along	Mon. thru Fri. 2:30–3:00 p.m. ORIGINATES: WABC	Variety and audience participation show featuring songs by the Landt Trio and Carmen Miranda.
That's Life	Thursday 10:00–10:30 p.m. ORIGINATES: KNX	Comedy show built around anecdotes provided by members of the studio audience, who are interviewed on a new kind of experience each week.
Winner Take All	Mon., Wed., Fri. 3:00–3:30 p.m. ORIGINATES: WABC	A new audience participation quiz program that allows a successful contestant to stay on the show indefinitely, as long as he can produce the answers.

MONTHLY CORRECTIONS · CBS SUSTAINING PROGRAMS

Page 22	**In My Opinion**	Change time to 6:15–6:30 p.m.
Page 24	**Skyline Roof**	Change time to 7:15–7:30 p.m.
Page 24	**Waitin' for Clayton**	Change time to 7:00–7:15 p.m.
Page 26	**Frontiers of Science**	Change time to 6:15–6:30 p.m.

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CBS Program Book
Supplements for July and August
to be hinged in here

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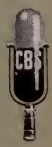

CBS PROGRAM BOOK · SUMMER, 1946

How many CB
headliners can yo
name before lookin
on the inside covers?

CBS PROGRAM BOOK · FALL, 1946

"Television . . . along the road to growing up." See page 31.

FALL, 1946

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THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: page 4

CBS PACIFIC NETWORK SPONSORED PROGRAMS: page 16

CBS SUSTAINING PROGRAMS: page 20

Published quarterly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York 22, N. Y.

September 1, 1946

COLUMBIA NETWORK CLIENTS

AUTOMOTIVE

ELECTRIC AUTO-LITE CO.:
Spark Plugs, Batteries, Ignition Systems, Auto Accessories . . . . . Page 7

FORD MOTOR CO.:
Motor Cars . . . . . Page 8

NASH-KELVINATOR CORP.:
Nash Cars and Kelvinator Refrigerators . Page 12

STUDEBAKER CORP.:
Motor Cars . . . . . Page 18

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AMERICAN TOBACCO COMPANY:
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P. LORILLARD COMPANY:
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PHILIP MORRIS & COMPANY, LTD., INC.:
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R. J. REYNOLDS TOBACCO COMPANY:
Camel Cigarettes,
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Candy . . . . . Page 7

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WM. WRIGLEY JR., COMPANY:
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DRUGS & TOILET GOODS

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Anacin, Kolynos, Bisodol . . . . . Page 4

BAYER COMPANY:
Bayer Aspirin . . . . . Page 5

BOURJOIS, INC.:
Evening in Paris Face Powder . . . . Page 5

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CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED:
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COLGATE-PALMOLIVE-PEET COMPANY:
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Colgate Tooth Powder and Halo Shampoo Pages 6, 7

COLONIAL DAMES, INC.:
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"42" PRODUCTS, INC.:
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LADY ESTHER, LTD.:
Face Powder, Face Cream, Rouge, Lipstick and Nail Polish . . . . Page 10

THE LAMBERT CO.:
Listerine Tooth Powder . . . . . Page 11

LEVER BROTHERS COMPANY:
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Lux Soap and Flakes, Swan Soap . . . . Page 11

MANHATTAN SOAP COMPANY, INC.:
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Kreml Hair Tonic . . . . . Page 18

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J. B. WILLIAMS COMPANY:
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Kolynos Tooth Powder and Toothpaste, Anacin . . . . . Page 15

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BARRON GRAY PACKING CO.:
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All Products . . . . . Page 5

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Campbell's Soups, Campbell's Pork and Beans, Tomato Juice . . . . . Pages 6, 16

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NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

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THE PROCTER & GAMBLE CO.:
(See also Toilet Goods; Laundry Soaps)
Crisco . . . . . Pages 13, 14

ROMA WINE CO., INC.:
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• LAUNDRY SOAPS AND HOUSEHOLD SUPPLIES

E. L. BRUCE CO.:
All Products, Bruce Floor Cleaner . . . Page 16

CHEMICALS, INC.:
Vano Household Chemical . . . . . Page 16

COLGATE-PALMOLIVE-PEET CO.:
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Super Suds . . . . . Pages 6, 7

GENERAL FOODS CORPORATION:
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Oxydol, Duz, Spic & Span, Dreft, Ivory Snow . . . . . Pages 13, 14

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• LUBRICANTS

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Eversharp Pens, Pencils, Red Top Leads, Injector Razors and Blades . . . . . Page 8

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All time listed on the following pages is Eastern Daylight Time unless otherwise indicated.

CBS SPONSORED PROGRAMS

"Weeks on CBS" as of Sept. 1, 1946

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
AMERICAN HOME PRODUCTS CORP. *(708th Week on CBS)*		
Our Gal Sunday *Serial drama*	Mon. thru Fri. 12:45–1:00 p.m. 143 CBS stations ORIGINATES: WABC	Anacin *Dancer-Fitzgerald-Sample, Inc.*
The Romance of Helen Trent *Serial drama*	Mon. thru Fri. 12:30–12:45 p.m. 143 CBS stations ORIGINATES: WABC	Kolynos and Bisodol *Dancer-Fitzgerald-Sample, Inc.*
AMERICAN HOME FOODS, INC. *(708th Week on CBS)*		
Give and Take *Audience participation*	Saturday 10:00–10:30 a.m. *Rebroadcast 2:30–3:00 p.m.* 147 CBS stations ORIGINATES: WABC	Chef Boy-Ar-Dee Quality Foods *McJunkin Adv. Co.*
+Surprise Party *Audience participation*	Tues., Thurs. 3:00–3:30 p.m. 52 CBS stations ORIGINATES: KNX	G. Washington Coffee *Ruthrauff & Ryan, Inc.*
AMERICAN TOBACCO COMPANY *(539th Week on CBS)*		
Your Hit Parade Mark Warnow's Orchestra, Peggy Mann, The Hit Paraders *Music*	Saturday 9:00–9:45 p.m. *Rebroadcast 12:00–12:45 a.m.* 153 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes *Foote, Cone & Belding*
ANCHOR-HOCKING GLASS CORP. *(139th Week on CBS)*		
+Casey, Crime Photographer *Mystery drama*	Thursday 9:30–10:00 p.m. 140 CBS stations ORIGINATES: WABC	Anchorglass and Fire King Ovenglass Products *William H. Weintraub & Co., Inc.*
ARMSTRONG CORK COMPANY *(256th Week on CBS)*		
Armstrong's Theatre of Today *Drama*	Saturday 12 noon–12:30 p.m. 148 CBS stations ORIGINATES: WABC	Armstrong's Floor Coverings *Batten, Barton, Durstin & Osborn, Inc.*

+Program or client not listed in Summer Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
BALLARD & BALLARD CO. *(187th Week on CBS)* **Renfro Valley Folks** *Serial Drama*	Sunday 9:15–9:45 a.m. 26 CBS stations ORIGINATES: WHAS	Ballard's Obelisk Flour *Henri, Hurst & McDonald, Inc.*
BAYER COMPANY *(570th Week on CBS)* **American Melody Hour** with Bob Hannon, Evelyn MacGregor, Orchestra and chorus *Music*	Tuesday 7:30–8:00 p.m. 143 CBS stations ORIGINATES: WABC	Bayer Aspirin *Dancer-Fitzgerald-Sample, Inc.*
BORDEN CO. *(112th Week on CBS)* **Tommy Riggs and Betty Lou** *Variety*	Friday 7:30–8:00 p.m. *Rebroadcast 11:30–11:55 p.m. (Beginning September 20, 9:00–9:30 p.m., without rebroadcast)* 146 CBS stations ORIGINATES: KNX	All Products *Young & Rubicam, Inc.*
County Fair *Variety-quiz*	Saturday 1:30–2:00 p.m. 150 CBS stations ORIGINATES: WABC	Borden's Instant Coffee *Kenyon & Eckhardt, Inc.*
BOURJOIS, INC. *(372nd Week on CBS)* **The Tony Martin Show** with Georgia Gibbs *Musical*	Saturday 7:30–8:00 p.m. *Rebroadcast 12:45–1:15 a.m.* 140 CBS stations ORIGINATES: KNX	Evening in Paris Face Powder *Foote, Cone & Belding*
BOWEY'S, INC. *(379th Week on CBS)* **Stars Over Hollywood** with guest stars *Original drama*	Saturday 12:30–1:00 p.m. 53 CBS stations ORIGINATES: KNX	Dari-Rich Products *Sorensen & Company*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CAMPBELL SOUP COMPANY *(612th Week on CBS)* **The Jack Carson Show** *Comedy* *(Ends hiatus Sept. 25)*	Wednesday 8:00–8:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* 140 CBS stations 29 CBC stations ORIGINATES: KNX	Campbell's Soups, Campbell's Pork and Beans Tomato Juice *Ward Wheelock Company*
Corliss Archer *Comedy*	Sunday 9:00–9:30 p.m. 141 CBS stations 29 CBC stations ORIGINATES: KNX	
Robert Trout With The News Till Now *News*	Mon. thru Fri. 6:45–7:00 p.m. 24 CBS stations ORIGINATES: WABC	
CENTAUR DIVISION, STERLING DRUG INC. *(366th Week on CBS)* **Big Town** *Drama*	Tuesday 8:00–8:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* 145 CBS stations 22 CBC stations ORIGINATES: WABC	Ironized Yeast *Pedlar & Ryan, Inc.*
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED *(408th Week on CBS)* **Dr. Christian** with Jean Hersholt *Drama*	Wednesday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 147 CBS stations ORIGINATES: KNX	Hair Tonic and Petroleum Jelly *McCann-Erickson, Inc.*
COLGATE-PALMOLIVE-PEET COMPANY *(555th Week on CBS)* **+The Mel Blanc Show** *Comedy*	Tuesday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 146 CBS stations 23 CBC stations ORIGINATES: KNX	Colgate Tooth Powder, Halo Shampoo *Sherman & Marquette, Inc.*

+ *Program or client not listed in Summer Program Book.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
COLGATE-PALMOLIVE-PEET COMPANY *(Continued)* **Blondie** *Comedy*	Sunday 7:30–8:00 p.m. *Rebroadcast* *11:30–12:00 mid.* 144 CBS stations ORIGINATES: KNX	Super Suds *Wm. Esty & Co., Inc.*
CONTINENTAL BAKING CO., INC. *(608th Week on CBS)* **Bachelor's Children** *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast* *3:45–4:00 p.m.* 47 CBS stations ORIGINATES: WBBM	Wonder Bread, Hostess Cake *Ted Bates, Inc.*
CREAM OF WHEAT CORP. *(317th Week on CBS)* **Let's Pretend** *Dramatized fairy tales*	Saturday 11:05–11:30 a.m. 142 CBS stations ORIGINATES: WABC	Cream of Wheat Cereal *Batten, Barton, Durstine & Osborn, Inc.*
***CRESTA BLANCA WINE CO.** *(177th Week on CBS)* **Hollywood Players** *Drama*	Tuesday 9:30–10:00 p.m. 113 CBS stations ORIGINATES: KNX	Cresta Blanca Wines *Batten, Barton, Durstine & Osborn, Inc.*
CURTISS CANDY COMPANY *(309th Week on CBS)* **News** with Warren Sweeney	Sat., Sun. 11:00–11:05 a.m. 138 CBS stations ORIGINATES: WABC	Candy *C. L. Miller Company*
ELECTRIC AUTO-LITE CO. *(47th Week on CBS)* **The Dick Haymes Show** *Variety*	Thursday 9:00–9:30 p.m. *Rebroadcast* *1:00–1:30 a.m.* 152 CBS stations 27 CBC stations ORIGINATES: KNX	Spark Plugs, Batteries, Ignition Systems, Auto Accessories *Ruthrauff & Ryan, Inc.*

**Program or client not listed in Summer Program Book.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
ELECTRIC COMPANIES ADVERTISING PROGRAM *(157th Week on CBS)* **+Hour of Charm** with Phil Spitalny's Orchestra *(Replaces "The Summer Electric Hour" September 29th)* *Musical*	Sunday 4:30–5:00 p.m. 143 CBS stations ORIGINATES: KNX	Institutional *N. W. Ayer & Son, Inc.*
EMERSON DRUG COMPANY *(330th Week on CBS)* **+Inner Sanctum** *Mystery drama*	Monday 8:00–8:30 p.m. *Rebroadcast 12:30–1:00 a.m.* 142 CBS stations ORIGINATES: WABC	Bromo-Seltzer *Batten, Barton, Durstine & Osborn, Inc.*
EVERSHARP, INC. *(361st Week on CBS)* **Take It or Leave It** with Phil Baker and Ray Bloch's Orchestra *Quiz*	Sunday 10:00–10:30 p.m. 153 CBS stations ORIGINATES: WABC	Eversharp Pens, Pencils and Red Top Leads *The Biow Co., Inc.*
Ann Sothern in **"Maisie"** *Comedy*	Friday 10:30–11:00 p.m. 148 CBS stations ORIGINATES: KNX	Eversharp Pens, Pencils and Red Top Leads *The Biow Co., Inc.*
Tonight On Broadway with Jane Froman and Ted Husing *Variety*	Monday 10:30–11:00 p.m. 60 CBS stations ORIGINATES: WABC	Injector Razors and Blades *The Biow Co., Inc.*
FORD MOTOR CO. *(459th Week on CBS)* **+Ford Presents Dinah Shore** with Peter Lind Hayes and Bob Dolan's Orchestra *(Replaces "The Bob Crosby Show" September 18)* *Variety*	Wednesday 9:30–10:00 p.m. 151 CBS stations ORIGINATES: KNX	Motor Cars *J. Walter Thompson Co.*

+Program or client not listed in Summer Program Book.

GENERAL ELECTRIC COMPANY *(235th Week on CBS)* **G. E. House Party** *Variety*	Mon., Wed., Fri. 4:00–4:25 p.m. 149 CBS stations ORIGINATES: KNX	Household Appliance Division *Young & Rubicam, Inc.*
GENERAL FOODS CORPORATION *(593rd Week on CBS)* **Kate Smith Sings** *Music* *(Ends hiatus September 27)*	Sunday 6:30–7:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 144 CBS stations ORIGINATES: WABC	Postum *Foote, Cone & Belding*
Kate Smith Speaks Ted Collins with the News *Talks and news*	Mon. thru Fri. 12 noon–12:15 p.m. 141 CBS stations ORIGINATES: WABC	Post Raisin Bran, Post Bran Flakes *Benton & Bowles, Inc.*
***The Adventures of the Thin Man** *Mystery*	Friday 8:30–8:55 p.m. *Rebroadcast* *12:30–12:55 a.m.* 145 CBS stations ORIGINATES: WABC	Sanka and Instant Sanka *Young & Rubicam, Inc.*
The Baby Snooks Show *Comedy*	Friday 8:00–8:30 p.m. *Rebroadcast* *12:00 mid. 12:30 a.m.* 145 CBS stations ORIGINATES: KNX	Jell-O, Jell-O Puddings *Young & Rubicam, Inc.*
The Second Mrs. Burton *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. 65 CBS stations ORIGINATES: WABC	LaFrance, Satina *Young & Rubicam, Inc.*
GENERAL MOTORS CORP. *(56th Week on CBS)* **Hollywood Star Time** *Drama*	Saturday 8:00–8:30 p.m. *Rebroadcast* *11:00–11:30 p.m.* 149 CBS stations ORIGINATES: KNX	Frigidaires *Foote, Cone & Belding*

**Program or client not listed in Summer Program Book.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
GULF OIL CORPORATION *(655th Week on CBS)* **We the People** with Milo Boulton and Oscar Bradley's Orchestra *Real life experiences*	Sunday 10:30–11:00 p.m. 105 CBS stations ORIGINATES: WABC	Gulf Oil Products *Young & Rubicam, Inc.*
HALL BROS. INC. *(26th Week on CBS)* **Reader's Digest — Radio Edition** *Drama* *(Begins September 12)*	Thursday 10:00–10:30 p.m. 151 CBS stations ORIGINATES: WABC	"Hallmark" Greeting Cards *Foote, Cone & Belding*
+HOUSEHOLD FINANCE CORP. *(88th Week on CBS)* **Phone Again Finnegan** *Comedy drama*	Thursday 10:30–11:00 p.m. 64 CBS stations ORIGINATES: KNX	Personal Loans *Shaw-Le Vally, Inc.*
INTERNATIONAL SILVER COMPANY *(443rd Week on CBS)* **Adventures of Ozzie and Harriet** *Comedy*	Sunday 6:00–6:30 p.m. 147 CBS stations 21 CBC stations ORIGINATES: KNX	International Sterling and 1847 Rogers Bros. Silverplate *Young & Rubicam, Inc.*
JOHNS-MANVILLE CORPORATION *(265th Week on CBS)* **Bill Henry** *News*	Mon. thru Fri. 8:55–9:00 p.m. 63 CBS stations ORIGINATES: KNX	Insulating Materials *J. Walter Thompson Co.*
LADY ESTHER SALES COMPANY, INC. *(664th Week on CBS)* **Screen Guild Players** *Drama*	Monday 10:00–10:30 p.m. 149 CBS stations ORIGINATES: KNX	Face Powder, Face Cream, Rouge, Lipstick, Nail Polish *The Biow Co., Inc.*

+Program or client not listed in Summer Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE LAMBERT CO. *(247th Week on CBS)* **The Billie Burke Show** *Comedy* *(Last broadcast September 21)*	Saturday 11:30–12 Noon 148 CBS stations ORIGINATES: KNX	Listerine Tooth Powder *Lambert & Feasley, Inc.*
LEVER BROTHERS COMPANY *(578th Week on CBS)* **Lux Radio Theater** William Keighley, director, with famous stars and Lou Silvers' Orchestra *Drama*	Monday 9:00–10:00 p.m. 151 CBS stations 24 CBC stations ORIGINATES: KNX	Lux Soap & Flakes *J. Walter Thompson Co.*
Aunt Jenny's Real Life Stories *Dramatic sketches*	Mon. thru Fri. 12:15–12:30 p.m. 45 CBS stations ORIGINATES: WABC	Spry *Ruthrauff & Ryan, Inc.*
***Fighting Senator** *Drama*	Monday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 143 CBS stations ORIGINATES: WABC	Swan Soap *Young & Rubicam, Inc.*
THOMAS J. LIPTON, INC. *(142nd Week on CBS)* ***Vox Pop** *Quiz*	Tuesday 9:00–9:30 p.m. 142 CBS stations ORIGINATES: WABC	Lipton's Tea and Continental Soup Mix *Young & Rubicam, Inc.*
P. LORILLARD COMPANY *(453rd Week on CBS)* **The Frank Sinatra Show** *Variety* (Sad Sack, *comedy, summer replacement, ends September 4*)	Wednesday 9:00–9:30 p.m. 140 CBS stations ORIGINATES: KNX	Old Gold Cigarettes *Lennen & Mitchell, Inc.*
MANHATTAN SOAP CO., INC. *(289th Week on CBS)* **The Strange Romance of Evelyn Winters** *Dramatic serial*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast* *4:30–4:45 p.m.* 150 CBS stations ORIGINATES: WABC	Blu-White Flakes and Sweetheart Soap *Duane Jones Co.*

**Program or client not listed in Summer Program Book.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
NASH-KELVINATOR CORP. *(153rd Week on CBS)* **Holiday for Music** David Rose and his Orchestra, Curt Massey, Kitty Kallen *Musical*	Wednesday 10:30–11:00 p.m. 151 CBS stations ORIGINATES: KNX	Nash Cars & Kelvinator Refrigerators *Geyer, Cornell & Newell, Inc.*
NOXZEMA CHEMICAL CO. *(201st Week on CBS)* **Mayor of the Town** with Lionel Barrymore *Drama*	Saturday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 139 CBS stations 24 CBC stations ORIGINATES: KNX	All Products *Ruthrauff & Ryan, Inc.*
PABST SALES CO. *(179th Week on CBS)* **The Mercury Summer Theater** with Orson Welles *Drama* *(Last broadcast September 13)*	Friday 10:00–10:30 p.m. 138 CBS stations ORIGINATES: WABC	Pabst Blue Ribbon Beer *Warwick & Legler, Inc.*
THE PARKER PEN CO. *(218th Week on CBS)* **Ned Calmer and the News**	Sat., Sun. 8:55–9:00 p.m. 140 CBS stations ORIGINATES: WABC	Pens, Pencils, Quink *J. Walter Thompson Co.*
PET MILK SALES CORPORATION *(667th Week on CBS)* **Saturday Night Serenade** Bill Perry, tenor; Hollace Shaw, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus *Music*	Saturday 9:45–10:15 p.m. 71 CBS stations ORIGINATES: WABC	400-D Pet Milk *Gardner Advertising Company*
Mary Lee Taylor Home Economist *Talks*	Saturday 10:30–11:00 a.m. *Rebroadcast* *2:00–2:30 p.m.* 126 CBS stations ORIGINATES: KMOX	

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PHILIP MORRIS & COMPANY, LTD., INC. *(525th Week on CBS)*	Sunday 8:30–8:55 p.m. *Rebroadcast* *11:00–11:25 p.m.* 140 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes *The Biow Co., Inc.*
Crime Doctor *Mystery drama*		
It Pays To Be Ignorant *Variety*	Friday 9:00–9:30 p.m. *(Beginning September 20, 10:00–10:30 p.m.)* 140 CBS stations ORIGINATES: WABC	
PILLSBURY MILLS, INC. *(426th Week on CBS)*	Saturday 1:00–1:30 p.m. 126 CBS stations ORIGINATES: WABC	All Products *McCann-Erickson, Inc.*
Grand Central Station *Drama*		
THE PROCTER & GAMBLE CO. *(618th Week on CBS)*	Mon. thru Fri. 1:00–1:15 p.m. 69 CBS stations 23 CBC stations ORIGINATES: WABC	Ivory Soap *Compton Advertising, Inc.*
Big Sister *Serial drama*		
F.B.I. in Peace and War *Drama*	Thursday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 78 CBS stations ORIGINATES: WABC	Lava Soap *The Biow Co., Inc.*
***Lowell Thomas** *News*	Mon. thru Fri. 11:00–11:15 p.m. 17 CBS stations ORIGINATES: WABC	Ivory Soap *Compton Advertising, Inc.*
Ma Perkins *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 75 CBS stations ORIGINATES: WBBM	Oxydol *Dancer-Fitzgerald-Sample, Inc.*
Mystery of the Week *Drama*	Mon. thru Fri. 7:00–7:15 p.m. 62 CBS stations ORIGINATES: WABC	Ivory Soap *Compton Advertising, Inc.*

**Program or client not listed in Summer Program Book.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
Perry Mason *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. 79 CBS stations ORIGINATES: WABC	Spic & Span, Crisco, Dreft *Dancer-Fitzgerald-Sample, Inc.*
Rosemary *Serial drama*	Mon. thru Fri. 11:45–12:00 noon 57 CBS stations ORIGINATES: WABC	Ivory Snow *Benton & Bowles, Inc*
The Jack Smith Show *Songs*	Mon. thru Fri. 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 73 CBS stations 22 CBC stations ORIGINATES: WABC	Oxydol *Dancer-Fitzgerald-Sample, Inc.*
Road of Life *Serial drama*	Mon. thru Fri. 1:45–2:00 p.m. 78 CBS stations ORIGINATES: WABC	Duz *Compton Advertising, Inc.*
Young Dr. Malone *Serial drama*	Mon. thru Fri. 1:30–1:45 p.m. 47 CBS stations ORIGINATES: WABC	Crisco, Dreft *Compton Advertising, Inc.*
PRUDENTIAL INSURANCE COMPANY OF AMERICA *(378th Week on CBS)* **Prudential Family Hour** with Patrice Munsel, Jack Smith, Al Goodman's Orchestra, and chorus *Music*	Sunday 5:00–5:30 p.m. 150 CBS stations ORIGINATES: WABC	Insurance Services *Benton & Bowles, Inc.*
R. J. REYNOLDS TOBACCO COMPANY *(695th Week on CBS)* **Bob Hawk Show** *Quiz*	Monday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 150 CBS stations ORIGINATES: WABC	Camel Cigarettes, Prince Albert Smoking Tobacco *William Esty & Co., Inc.*
ROMA WINE CO., INC. *(182nd Week on CBS)* **Suspense** *Mystery drama*	Thursday 8:00–8:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* 82 CBS stations ORIGINATES: KNX	Roma Wines *The Biow Co., Inc.*
E. R. SQUIBB & SONS *(321st Week on CBS)* **Academy Award** *Drama*	Wednesday 10:00–10:30 p.m. 150 CBS stations ORIGINATES: KNX	Squibb Products *Geyer, Cornell & Newell, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE TEXAS COMPANY *(456th Week on CBS)* **Texaco Star Theater** James Melton and David Broekman's Orchestra and Guests *Variety*	Sunday 9:30–10:00 p.m. 148 CBS stations 32 CBC stations ORIGINATES: WABC	Texaco Products *Buchanan & Co., Inc.*
UNITED-REXALL DRUG CO. *(74th Week on CBS)* ***Durante-Moore Show** *(Returns September 13, replacing the* Wayne King Show*)* *Comedy variety*	Friday 9:30–10:00 p.m. 149 CBS stations ORIGINATES: KNX	Drugs *N. W. Ayer & Sons, Inc.*
WHITEHALL PHARMACAL COMPANY *(708th Week on CBS)* **Ellery Queen** *Mystery drama* *(Hiatus September 5 through October 2.)*	Wednesday 7:30–8:00 p.m. *Rebroadcast* *12:30–1:00 a.m.* 54 CBS stations ORIGINATES: WABC	Anacin *Ruthrauff & Ryan, Inc.*
Give and Take *Audience participation*	Mon., Wed., Fri. 4:30–5:00 p.m. 23 CBS stations ORIGINATES: WABC	Anacin and Kolynos *Dancer-Fitzgerald-Sample, Inc.*
Mr. Keen, Tracer of Lost Persons *Mystery drama*	Thursday 7:30–8:00 p.m. 51 CBS stations ORIGINATES: WABC	Kolynos Tooth Powder and Toothpaste *Dancer-Fitzgerald-Sample, Inc.*
J. B. WILLIAMS COMPANY *(143rd Week on CBS)* **William L. Shirer** *News*	Sunday 5:45–6:00 p.m. 144 CBS stations ORIGINATES: WABC	Shaving Cream Lectric Shave *J. Walter Thompson Co.*
WM. WRIGLEY, JR., COMPANY *(741st Week on CBS)* **Gene Autry Show** *Musical*	Sunday 7:00–7:30 p.m. 145 CBS stations ORIGINATES: KNX	Chewing Gum *Ruthrauff & Ryan, Inc.*

**Program or client not listed in Summer Program Book.*

COLUMBIA PACIFIC NETWORK

SPONSORED PROGRAMS

(All times are Pacific Standard time)

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
BARRON GRAY PACKING CO. *(46th Week on CBS)* **Ona Munson in Hollywood** *Hollywood gossip*	Friday 8:55–9:00 p.m. ORIGINATES: KNX	Here's Health Vegetable Juice *Long Advertising Service*
BEKINS VAN AND STORAGE CO. *(258th Week on CBS)* **Harry W. Flannery** *News analysis*	Mon., Wed., Fri. 4:30–4:45 p.m. ORIGINATES: KNX	Moving and Storage *Brooks Advertising Agency*
†E. L. BRUCE COMPANY *(11th Week on CBS)* **Front Page Features** with Knox Manning *News*	Mon., Wed., Fri. 4:00–4:15 p.m. ORIGINATES: KNX	All Products, Bruce Floor Cleaner *Christiansen Advertising Agency*
CAMPBELL SOUP CO. *(612th Week on CBS)* **Carroll Alcott** *News*	Mon. thru Sat. 7:55–8:00 p.m. ORIGINATES: KNX	All Products *Ward Wheelock Co.*
CHEMICALS, INC. *(109th Week on CBS)* **Don't You Believe It** *Narrative drama*	Saturday 9:15–9:30 p.m. ORIGINATES: KNX	Vano Household Chemical *Garfield & Guild*
COLONIAL DAMES, INC. *(349th Week on CBS)* **Surprise Theater** with Knox Manning *Narrations*	Sunday 7:25–7:30 p.m. ORIGINATES: KNX	Cosmetics *Hixson-O'Donnell Advertising, Inc.*
†"42" PRODUCTS, INC. *(89th Week on CBS)* **Bob Garred** *News*	Tues., Thurs., Sat. 4:45–4:55 p.m. ORIGINATES: KNX	All Products *Brisacher, Van Norden & Staff*

†Program or client not listed in Summer Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
GUITTARD CHOCOLATE CO. *(44th Week on CBS)* **Crooks' Cruise** *Mystery drama*	Sunday 8:00–8:15 p.m. ORIGINATES: KNX	Chocolate Products *Garfield & Guild*
INDUSTRIAL MANAGEMENT CORP. *(40th Week on CBS)* **Voice of the Moment** *Drama*	Saturday 5:00–5:15 p.m. ORIGINATES: KNX	Insect-O-Blitz
LOMA LINDA FOOD COMPANY *(34th Week on CBS)* **Burritt Wheeler** *Talks*	Mon. and Fri. 11:30–11:45 a.m. ORIGINATES: KNX	Loma Linda Foods *Elwood J. Robinson Adv. Agency*
LYON VAN & STORAGE CO. *(41st Week on CBS)* **Meet The Missus** *Participation quiz*	Thursday 1:30–1:45 p.m. ORIGINATES: KNX	Moving and Storage Services *Batten, Barton, Durstine & Osborn, Inc.*
MANHATTAN SOAP CO., INC. *(289th Week on CBS)* **Bob Garred** *News*	Mon., Wed., Fri. 7:30–7:45 a.m. ORIGINATES: KNX	Sweetheart Soap and Blu-White Soap *Duane Jones Co.*
PETER PAUL, INC. *(319th Week on CBS)* **Bob Garred** *News*	Mon., Wed., Fri. 4:45–4:55 p.m. ORIGINATES: KNX	Mounds, Ten Crown Activated Charcoal Gum, Walnettos *Brisacher, Van Norden & Staff*
PICT-SWEET FOODS, INC. *(14th Week on CBS)* **Hope Chest** *Audience participation*	Sunday 2:30–3:00 p.m. ORIGINATES: KNX	Food Products *Ruthrauff & Ryan, Inc.*

*Program or client not listed in Summer Program Book.

EVENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PLANTERS NUT AND CHOCOLATE COMPANY *(305th Week on CBS)* **Harry Flannery** *News analysis*	Tues., Thurs., Sat. 4:30–4:45 p.m. ORIGINATES: KNX	All Products *Raymond R. Morgan Agency*
+R. B. SEMLER, INC. *(103rd Week on CBS)* **Jack In All Trades** *Audience Participation*	Monday 8:00–8:30 p.m. ORIGINATES: KNX	Kreml Hair Tonic *Erwin, Wasey & Co., Inc.*
SIGNAL OIL COMPANY *(168th Week on CBS)* **The Whistler** *Mystery drama*	Monday 9:00–9:30 p.m. ORIGINATES: KNX	All Products *Barton A. Stebbins Advertising Agency*
SIMONIZ COMPANY *(14th Week on CBS)* **Meet The Missus** *Participation quiz*	Tuesday 1:45–2:00 p.m. ORIGINATES: KNX	Polish *Decora, Inc.*
+STUDEBAKER CORP. *(113th Week on CBS)* **The Studebaker Program** *Musical* *(Last broadcast September 22)*	Sunday 6:30–7:00 p.m. ORIGINATES: KNX	Motors Cars *Roche, Williams & Cleary, Inc.*
SUNSET OIL COMPANY *(16th Week on CBS)* **It Couldn't Happen** with Knox Manning *Narrative drama*	Thursday 8:30–8:45 p.m. ORIGINATES: KNX	Petroleum Products *Hillman-Shane-Breyer*
+TONI, INC. *(9th Week on CBS)* **Meet The Missus** *Audience Participation*	Mon., Wed., Fri. 1:45–2:00 p.m. ORIGINATES: KNX	Toni Home Permanent Wave *J. Walter Thompson Co*

+Program or client not listed in Summer Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY	
VICK CHEMICAL COMPANY *(254th Week on CBS)* **Bob Garred** *News*	Tues., Thurs., Sat. 7:30–7:45 a.m. ORIGINATES: KNX	All Products *Morse International, Inc.*	COLUMBIA PACIFIC NETWORK
WASHINGTON COOPERATIVE FARMERS' ASSOCIATION *(83rd Week on CBS)* **Meet The Missus** *Participation quiz*	Thursday 1:45–2:00 p.m. ORIGINATES: KNX	Lynden Foods *Pacific National Advertising Agency*	
WILCO CO. *(34th Week on CBS)* **Burritt Wheeler** *Talks*	Tues., Thurs. 11:30–11:45 p.m. ORIGINATES: KNX	Clearex and Bif *Elwood J. Robinson Adv. Agency*	
FERRY-MORSE SEED CO. *(61st Week on CBS)* **Time for Rolly Langley** *Gardening*	Friday 3:30–3:45 p.m. ORIGINATES: KQW	Seeds *MacManus, John & Adams, Inc.*	COLUMBIA CALIFORNIA NETWORK
***J. I. FANCY FROZEN FOODS CO.** *(4th Week on CBS)* **Holiday of Homicide** *Dramatic*	Sunday 8:15–8:30 p.m. ORIGINATES: KNX	Frozen Foods *Garfield & Guild*	
McMAHAN FURNITURE STORES *(43rd Week on CBS)* **Knox Manning** *News*	Mon. thru Fri. 1:00–1:15 p.m. ORIGINATES: KNX	House Furnishings *M-C-M Adv. Agency*	
YELLOW CAB CO. *(113th Week on CBS)* **The Story Teller** *Narration*	Saturday 9:30–9:45 p.m. ORIGINATES: KNX	Cab Service *Rhoades & Davis*	

**Program or client not listed in Summer Program Book*

CBS SUSTAINING PROGRAMS

are chosen because they are *timely*, *exciting* and *balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary from time to time to alter some details in its schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these classifications:

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CBS TELEVISION . . . . . *Page 31*

PROGRAM AND TIME	DESCRIPTION	
News Broadcasts 8:00–8:15 a.m. MONDAY THRU SATURDAY 9:00–9:15 a.m. SUNDAY	Columbia's reporters in foreign capitals, in New York and in Washington cover the vast panorama of economic and political peace developments. Correspondents include Howard K. Smith and Allan Jackson from London, Don Pryor from Paris, George Polk from Cairo, Stephen Laird from Berlin, Richard Hottelet from Moscow, Bill Costello from Tokyo, and Webley Edwards from Honolulu.	COLUMBIA NETWORK NEWS SUSTAINING
News Summaries 9:00–9:15 a.m. MONDAY THRU SATURDAY	A summary of the latest news delivered by Harry Clark with occasional foreign pickups.	
4:25–4:30 p.m. MONDAY THRU FRIDAY	A brief summary of the latest happenings at home and abroad from the CBS News Room.	
6:00–6:15 p.m. MONDAY THRU FRIDAY	A summary of the latest news and an analysis by Quincy Howe.	
11:00–11:10 p.m. SUNDAY THRU SATURDAY	A news summary by John Daly Monday through Friday and by Ned Calmer Saturday and Sunday.	
News Analyses 11:~~10~~ 15–11:15 p.m. ~~SUNDAY~~ Mon, THRU SATURDAY	"The Meaning of the News" by Joseph C. Harsch Monday through Friday. On Saturday and Sunday, Columbia presents an analysis by Eric Sevareid.	
Howard K. Smith From London 1:45–2:00 p.m. EACH SUNDAY	An analysis of the week's international news as viewed from London by the Chief of CBS' European News Staff.	
Cross Section—NAM 3:45–4:00 p.m. EACH SATURDAY	Roving back and forth through the shops and factories of American business, CBS reporter Dwight Cook talks over current problems with owners and managers.	CURRENT AFFAIRS
In My Opinion 6:15–6:30 p.m. MONDAY AND THURSDAY	A series that rounds out and explains the news by revealing its impact on well-known authors, columnists, and men in public life.	

	BROADCAST AND TIME	DESCRIPTION
CURRENT AFFAIRS *Continued*	**Open Hearing** 10:30–11:00 p.m. EACH TUESDAY	From Washington, men and women who make and execute national policies discuss a major issue of the week. CBS moderator Winston Burdett reports background news underlying the issue and sums up the debate.
	Report from the UN 11:15–11:30 p.m. EACH SUNDAY	Charles Collingwood sums up the week's developments at UN meetings in New York.
	Report from Washington 6:15–6:30 p.m. EACH FRIDAY	A summary of the week on Capitol Hill sketched in against the broader background of current national questions.
	Time For Reason 1:30–1:45 p.m. EACH SUNDAY	Lyman Bryson, CBS Consultant on Public Affairs and Professor of Education at Columbia University, gives this series of weekly talks designed to enlighten the public on national and international questions. The series comprises a factual, comprehensive discussion of the important issues of the day as they arise.
	Washington 6:00–6:15 p.m. EACH SATURDAY	Problems resulting from World War II, domestic economic questions, and trends affecting world security analyzed by network correspondents in the nation's capital.
	Weekly News Review 2:30–3:00 p.m. EACH SUNDAY	An informative, careful summary of the week's developments in national and international affairs, business, labor, science, religion, and sports.
	Word from the Country 6:15–6:30 p.m. EACH WEDNESDAY	A weekly spot-check of regional news, editorial opinion, and feature stories from various cities across the nation.
SERIOUS MUSIC	**Choir Practice** 9:45–10:00 a.m. EACH SUNDAY	Each Sunday CBS takes its listeners to the Old Stone Mill—community center in the mythical village of Blairstown, Vermont — where before the church service, the folks get together for choir practice.

PROGRAM AND TIME	DESCRIPTION	
E. Power Biggs, Organist 9:15–9:45 a.m. EACH SUNDAY	Playing in the Germanic Museum at Harvard University, he is joined by members of the Boston Symphony Orchestra to perform works for organ and various instrumental combinations.	SERIOUS MUSIC
Eileen Farrell 11:30–12:00 midnight EACH MONDAY	CBS continues the series of programs starring the young American singer, Eileen Farrell, accompanied by Bernard Herrmann and the Columbia Concert Orchestra. Her repertory will include well-known concert songs, operatic arias, and familiar operetta selections.	
Invitation to Music 11:30–12:00 midnight EACH WEDNESDAY	Distinguished soloists with the Columbia Broadcasting Symphony give emphasis to comparatively unfamiliar but important works of the great composers.	
Salt Lake Tabernacle Choir and Organ 11:30–12:00 noon EACH SUNDAY	J. Spencer Cornwall, assisted by Richard P. Condie, conducts the Tabernacle Choir in this oldest consecutively presented radio series. Organists are Alexander Schreiner and Dr. Frank Asper. The "Spoken Word" is by Richard Evans.	
Carolina Calling 8:30–9:00 a.m. EACH SUNDAY	Musical variety program with a Southern accent, featuring hillbilly tunes, traditional spirituals, and folksongs of the Carolinas. Emcee Grady Cole's cast includes the "Briarhoppers," Fred Kirby, the Johnson Family Singers, and Harry Blair with the White Quartet. From Charlotte.	LIGHT MUSIC
Coffee Club 8:30–9:00 a.m. MONDAY THRU FRIDAY	From Boston comes this program of sparkle and pleasantries to start the day. Songs by Gloria Carroll and Gene Jones and smooth music by Frank Bell and his Java Jivers. Carl Moore is emcee.	

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION
Dance Orchestra VARIOUS HOURS	Every night—and often during the day—Columbia broadcasts the music of the ranking dance orchestras from all over the country. Throughout the week, CBS audiences can hear: BLUE BARRON, COUNT BASIE, LES BROWN, HARRY COOL, CHUCK FOSTER, GLEN GRAY, SAMMY KAYE, HENRY KING, ELLIOT LAWRENCE, VAUGHN MONROE, NORO MORALES, LEIGHTON NOBLE, LOUIS PRIMA, BOBBY RAMOS, JOE REICHMAN, BUDDY RICH, RAYMOND SCOTT, CHARLIE SPIVAK, CLAUDE THORNHILL, ORIN TUCKER, TOMMY TUCKER, TED WEEMS
The Danny O'Neil Show 9:15–10:00 a.m. MONDAY THRU FRIDAY	Romantic tenor Danny O'Neil sings a Gay 90's song, a Western ballad, a hymn, an Irish song, and one or two current favorites each day. He's supported by Sally Stuart, the Holiday Singers, and Howard Smith's orchestra.
Oklahoma Round-Up 10:15–10:45 p.m. EACH SATURDAY	Songs, humor, and folklore of the Southwest in a variety program written and presided over by Hiram Higsby.
Sing Along 2:30–3:00 p.m. MONDAY THRU FRIDAY	Variety and audience participation show featuring songs by the Landt Trio and Carmen Miranda.
Sweeney & March 7:00–7:30 p.m. EACH SATURDAY	Satires on everyday life, and on themselves, by gullible Bob Sweeney and his tormentor, Hal March. Music by Wilbur Hatch.
Treasury Bandstand 3:00–3:30 p.m. EACH SATURDAY	Popular and semi-classical music by Elliot Lawrence and his orchestra, with rhythm singer Rosalind Patton and baritone Jack Hunter as featured soloists. From Philadelphia.
Waitin' for Clayton 11:15–11:30 p.m. MONDAY THRU FRIDAY	Patti Clayton, the bright new singing star who first made her mark with Arthur Godfrey. Archie Bleyer conducts the orchestra on her program of popular ballads.

PROGRAM AND TIME	DESCRIPTION
The Columbia Workshop 4:00–4:30 p.m. *(6:15–6:45 p.m. Saturdays beginning September 21)* EACH SUNDAY	The noted dramatic laboratory, which seeks to advance the radio art through testing new styles and techniques in writing, directing, and acting.
Joe Powers of Oakville 10:00–10:30 a.m. MONDAY THRU FRIDAY	Human interest stories of a typical midwestern American town narrated by Joe Powers, local broadcaster who knows his community and its people as well as he knows the palm of his own hand.
Richard Lawless 8:00–8:30 p.m. EACH SUNDAY *(Series ends September 27)*	Swashbuckling new series of dramatic programs set in 17th Century England, in the reign of Charles II.
The Sparrow and The Hawk 5:45–6:00 p.m. MONDAY THRU FRIDAY *(Series ends September 27)*	The "Sparrow" is a 16-year-old aviator. His uncle, the "Hawk", is a former Lt. Col. of the AAF. They take on assignments which lead to adventure high in the sky as they work together in the exciting development of civilian aviation.
Time to Remember 11:30–11:45 a.m. MONDAY THRU FRIDAY	Milton Bacon draws from his rich fund of regional legends and true stories collected after many years of travel into every state of the union. Many of the stories are dramatized in this unique program of American folklore.
The Whistler 8:00–8:30 p.m. EACH WEDNESDAY *(Series ends September 25)*	Psychological mystery series built around a detective who whistles abstractedly as he works. Now coast to coast after four years on Columbia's Pacific network.
Arthur Godfrey 11:00–11:30 a.m. MONDAY THRU FRIDAY	Fred Allen calls him "the Huckleberry Finn of radio." Godfrey presides as master of ceremonies over his own musical and variety show. His banter and contagious chuckling are accompanied by an orchestra, chorus and several vocalists.

DRAMATIC SERIES

LIGHT ENTERTAINMENT

	PROGRAM AND TIME	DESCRIPTION
LIGHT ENTERTAINMENT *Continued*	**Arthur Godfrey's Talent Scouts** 10:00–10:30 p.m. EACH TUESDAY	Godfrey's legion of loyal listeners bring in their discoveries for competitive auditions that mean a reward for the talent scout and a chance at the big time for the performer.
	Cinderella, Inc. 3:00–3:30 p.m. MONDAY, WEDNESDAY AND FRIDAY	Four representative housewives from all quarters of the country visit New York, with all expenses paid, for a four-week fling at the city's theaters, night clubs, beauty parlors, and department stores. Afternoons they tell about their adventures and introduce celebrities they meet along the way.
	Renfro Valley Folks 9:30–10:00 a.m. EACH SATURDAY	John Lair's spirited and authentic hillbilly variety show, featuring Lily May Ledford and the Coon Creek Girls. It originates in an old-time log cabin settlement outside Louisville, Kentucky.
	The Jack Kirkwood Show 6:30–7:00 p.m. EACH SUNDAY	The veteran comedian in a new show. He's supported by Lillian Leigh, Gene Lavalle, and Lud Gluskin's orchestra.
	Winner Take All 3:30–4:00 p.m. MON. THRU FRI.	Audience participation quiz program that allows a successful contestant to stay on the show indefinitely, as long as he can produce the answers.
EDUCATIONAL PROGRAMS	**Adventures in Science** 2:45–3:00 p.m. EACH SATURDAY	Watson Davis, Director of Science Service, brings to the microphone prominent guest scientists who explain recent discoveries in industry and medicine and report on recent scientific progress.
	American School of the Air 5:00–5:30 p.m. MONDAY—World Neighbors TUESDAY—Gateways to Music WEDNESDAY—March of Science THURSDAY—Tales of Adventure FRIDAY—Opinion Please *(Series starts September 30)*	Columbia's notable education series, planned to supplement school work and encourage joint child-and-parent listening. Leading educational organizations guide the development of its programs on history, music, science, literature, and current problems. Now in its 17th year.

PROGRAM AND TIME	DESCRIPTION
Columbia's Country Journal 2:00–2:30 p.m. EACH SATURDAY	The farmer's daily problems and his role in the nation's business form the weekly theme of Columbia's "radio farm magazine." Originating in Washington for national farm news, it switches to various farm regions of the country high-lighting local problems and developments.
Frontiers of Science 6:15–6:30 p.m. EACH TUESDAY	John Pfeiffer, CBS Science Director, reports the news of science and medicine and recounts the significant achievements of research scientists as contributions to modern culture.
Invitation to Learning 12:00–12:30 p.m. EACH SUNDAY	Distinguished scholars, authors and critics meet informally on this series to discuss the outstanding classics of world literature. Over three hundred books have been analyzed on this program, which is now in its sixth year on the air.
Of Men and Books 2:30–2:45 p.m. EACH SATURDAY	On this popular series now in its eighth year on CBS, John Mason Brown, associate editor and drama critic of the *Saturday Review of Literature,* discusses the latest books and their authors.
People's Platform 1:00–1:30 p.m. EACH SUNDAY	Provocative issues of the day informally debated by two speakers who stress their opposing views, but seek also a common meeting ground.
Yours Sincerely 12:30–1:00 p.m. EACH SUNDAY	Charles Collingwood in New York and Lionel Gamelin, BBC, in London further the interchange of American and British culture and information by answering letters written by the radio audience of each other's country.
Church of the Air 10:00–10:30 a.m. 10:30–11:00 a.m. EACH SUNDAY	In its 15th consecutive year, the pulpit of Columbia's *Church of the Air* continues to be impartially available, twice each Sunday, to America's religious faiths.

	PROGRAM AND TIME	DESCRIPTION
RELIGIOUS BROADCASTS *Continued*	**Wings Over Jordan** 11:05 11:30 a.m. EACH SUNDAY	The renowned twenty-voice choir sings spirituals and gospel songs. The Rev. Glynn T. Settle conducts the responsive Bible reading and gives a brief inspirational message.
	News, News Features and Entertainment Beamed to The Network of the Americas In: SPANISH PORTUGUESE	From 6:00 p.m. till 2:00 a.m. the following morning Columbia programs are beamed to all Latin America in both Spanish and Portuguese. News, cultural and sports features are emphasized; musical and dramatic shows, many of which are rebroadcast on standard wave by Columbia's 116 affiliated stations in Latin America, round out the entertainment schedule.
SPECIAL CBS SHORTWAVE BROADCASTS TO LATIN AMERICA *CBS transmits on WCBX, New York WCRC, New York WCBN, New York WCDA, New York*	**News, News Features and Entertainment Beamed Overseas** In: ENGLISH FRENCH ITALIAN GERMAN POLISH SERBO-CROATIAN DUTCH CZECH	News and news features in eight languages occupy the major portion of the CBS program schedule beamed to Europe, Africa, the Near East and Asia. The European schedule includes entertainment and cultural programs produced in English for English-speaking listeners and U.S. military and government personnel abroad, as well as daily programs of American music broadcast in French and Italian.
SPECIAL CBS SHORTWAVE BROADCASTS TO EUROPE AND THE EAST *CBS transmits on WCBX, New York WCRC, New York WCDA, New York WOOC, New York WOOW, New York WCBN, New York*		For more than a year, CBS has been operating at Delano, California the two new 50 kw. transmitters (KCBA and KCBF) and also the giant 200 kw. transmitter, KCBR, all equipped with a system of highly directional antennas. These transmitters provide a West Coast originating base for programs serving troops in the Pacific and in carrying out the program of the occupation of Japan and the former Japanese-held territories. Languages used on the West Coast transmissions include Chinese, Siamese, Korean, Malayan, Dutch and English.

SPECIAL BROADCASTS: SUMMER, 1946

Listed here are a representative group of special CBS broadcasts under two general categories:

1. Sustaining broadcasts of distinctive program value.

2. Programs of public significance arranged by the CBS Talks Department.

These broadcasts are scheduled on a week to week, day to day, and even, on occasion, hour to hour basis. This flexibility helps to sharpen the broadcasts from the point of view of public service and timeliness.

NOTABLE BROADCASTS:

JUNE 9. This was the Sunday that automobile makers concluded a week-long celebration of their industry's 50th anniversary. At 2:30 p.m. EDT the Columbia Broadcasting System and its affiliated stations saluted the motor golden jubilee with a half-hour dramatization, *Fifty Years on Wheels.*

JULY 22-AUGUST 16. In the month of the first two atom bomb tests at Bikini, CBS began a notable series of 20 programs titled *You and the Atom.* Every weekday night for four weeks Columbia's counsellor on public affairs, Dr. Lyman Bryson, asked plain, direct questions about nuclear energy; a succession of authoritative speakers gave him—and CBS listeners—plain answers. Together they explored the problems of atomic weapons, methods of defense, commercial development, and possible international controls. Contributors to this radio symposium included: Secretary of War Robert P. Patterson, Dr. J. R. Dunning, Dr. Harlow Shapley, Dr. George B. Pegram, Norman Cousins, Watson Davis, Bill Downs, Gill Robb Wilson, H. A. Winne, Dr. Rensis Likert, John Pfeiffer, Secretary of Commerce Henry A. Wallace, General H. H. Arnold, Vice Admiral W. H. P. Blandy, Dr. Lewis N. Ridenour, Major General L. R. Groves, Merle Miller, Senator Brien McMahon, David E. Lilienthal, Sir George Paget Thomson, Francis LaCoste, Dr. C. L. Hsía, Charles Collingwood, Richard Hottelet, John Hancock, and Dr. Harold C. Urey.

AUGUST 14. One year after the jubilant V-J Day of 1945, in a mid-1946 beset with world tensions, CBS contrasted the two moods in a special dramatic program, *One Year from Victory—Challenge.* An all-star cast enacted the thoughts of a man who had been away from the swift-moving events of the intervening year.

TALKS:

MAY 17. In his first radio report on a 35,000 mile inspection trip as honorary chairman of the Famine Emergency Committee, former President HERBERT HOOVER described conditions in 22 countries: 10:00-10:30 p.m. EDT.

MAY 18. CARROLL REECE, Chairman of the National Republican Committee, discussed "Radio and The People": 10:45-11:00 p.m. EDT.

MAY 28. SENATOR CLAUDE PEPPER, Democrat of Florida, examined President Truman's suggestions for labor legislation: 6:15-6:30 p.m. EDT.

JUNE 1. BROOKE CLAXTON, head of the Canadian delegation to the U N Economic and Social Council, spoke on "The Basis of Peace": 3:30-3:45 p.m. EDT.

JUNE 1. THURMAN ARNOLD, former judge of the United States Court of Appeals for the District of Columbia, talked about the FCC "Blue Book": 10:45-11:00 p.m. EDT.

JUNE 3. UNNRA Director General, FIORELLO H. LAGUARDIA reported on "Food Production In The Famine Areas": 11:15-11:30 p.m. EDT.

JUNE 4. As Office of Economic Stabilization Director, CHESTER BOWLES expressed his views for extending the OPA: 10:00-10:30 p.m. EDT.

JUNE 6. SECRETARY OF LABOR LEWIS B. SCHWELLENBACH addressed the International Maritime Conference, met to consider world stabilization of seamen's wages: 3:00-3:30 p.m. EDT.

JUNE 6. SENATORS BOURKE B. HICKENLOOPER, ROBERT A. TAFT, AND KENNETH S. WHERRY offered arguments in reply to Mr. Bowles' views on OPA: 10:30-11:30 p.m. EDT.

JUNE 8. ROBERT AURA SMITH, former head of the India-Burma Division of the OWI, discussed "The Crisis In India": 3:30-3:45 p.m. EDT.

JUNE 8. SENATOR ELBERT D. THOMAS, Democrat of Utah and Chairman of the Senate Military Affairs Committee, described pending changes in selective service: 10:45-11:00 p.m. EDT.

JUNE 18. Chairman of the American Red Cross BASIL O'CONNOR outlined problems facing the "Red Cross In A New World": 6:15-6:30 p.m. EDT.

JUNE 22. DR. HERBERT V. EVATT, of Australia, first chairman of the UN Atomic Energy Commission, talked about "Problems The UN Now Faces": 10:45-11:00 p.m. EDT.

JUNE 25. On the 40th anniversary of the federal food and drugs act, CLARENCE FRANCIS, board chairman of General Foods Corporation, analyzed "Its Basic Value to the Food Industry" 5:15-5:30 p.m. EDT.

JUNE 29. DR. JAMES A. DOULL, U.S. delegate to the UN International Health Conference in New York City, discussed "The Future World Health Organization": 3:30-3:45 p.m. EDT.

JULY 1. WILSON WYATT, administration housing expediter and administrator, issued a report of progress: 11:15-11:30 p.m. EDT.

JULY 1. On the eve of his inauguration as first president of the Philippines MANUEL A. ROXAS spoke on the hopes and aspirations of the new republic: 11:30-11:45 p.m. EDT.

JULY 6. MARGARET A. HICKEY, President of the National Federation of Business and Professional Women's Clubs, talked about "What Next for Women?": 3:30-3:45 p.m. EDT.

JULY 15. Just back from a meeting with foreign ministers of the major powers, Secretary of State JAMES F. BYRNES delivered a "Report On The Paris Conference": 10:00-10:30 p.m. EDT.

JULY 20. WING COMMANDER ALLAN J. CRAIG, leader of 16 Lancaster bombers on a month's tour of the United States, described "Operation Good Will": 10:45-11:00 p.m. EDT.

JULY 23. DR. JAMES T. SHOTWELL, Director of the Carnegie Endowment Division of History and Economics, contrasted the Paris Peace Conferences of 1919 and 1946: 10:45-11:00 p.m. EDT.

JULY 27. SURGEON GENERAL NORMAN T. KIRK, USA, discussed the role of "The Medical Department in War and Peace": 4:15-4:30 p.m. EDT.

AUGUST 3. The new Assistant Secretary of Labor, DAVID A. MORSE, spoke on "Our Expanding International Labor Relations": 10:45-11:00 p.m. EDT.

AUGUST 3. MAJOR GENERAL CURTIS E. LEMAY, Deputy Chief of Air Staff, described latest developments and improvements in AAF planes and equipment: 3:30-3:45 p.m. EDT.

AUGUST 5. GENERAL OMAR N. BRADLEY, Administrator of Veterans Affairs, reported his latest findings about "On-the-Job Training": 2:30-3:00 p.m. EDT.

CBS TELEVISION

One after another, pictures like those on our front and back covers will suddenly quicken and move. On television screens throughout the New York area they will come alive this Fall and Winter as track meets, horse shows, basketball and hockey games. The scene will be Madison Square Garden; the medium — Columbia's WCBW; the sponsor—The Ford Motor Company.

Everyone seems pleased with the arrangement. These are some of the things the principals had to say when plans for the series were completed in August:

JOHN R. DAVIS, Ford vice-president in charge of sales and advertising:

"Television has demonstrated itself as a practical advertising medium and will rapidly reach larger and larger numbers of automobile customers and prospects . . . The company assumes leadership in the automobile industry in the use of this dramatic medium for the presentation of automobile models, where the visual element is so important . . . As television color comes along, our experience in the effective use of black-and-white television should enable us to bring the public color television as well at the earliest practical moment."

NED IRISH, executive vice-president of Madison Square Garden Corporation:

"We are happy to join with CBS and The Ford Motor Company in bringing to the public the most extensive program ever made available through television. Sporting events such as basketball, hockey, and track meets are of national interest and are particularly adaptable to television projection. We in sports can also look forward to an even greater popular appeal, since many television spectators will become fans through this new medium."

FRANK STANTON, CBS president:

"The Ford Company has chosen not merely to flirt with television, but to go in and do a realistic, constructive job. It is that sort of sound and foresighted thinking on the part of advertisers that will point the way to better programs faster . . . It makes available a wealth of the finest program material for the development of the kind of television everybody wants—color television, and it will give the whole television art a big push along the road to growing up."

NATIONAL BROADCASTING COMPANY, INC.
GRAMERCY 5-1000
30 ROCKEFELLER PLAZA, NEW YORK

CBS PROGRAM BOOK SUPPLEMENT • OCTOBER 1, 1946

NEW CBS SPONSORED PROGRAMS (All times are Eastern Standard Time)

CANADA DRY GINGER ALE, INC. *(14th Week on CBS)* **Sparkle Time** with Meredith Willson *Musical*	Friday 7:30–8:00 p.m. Rebroadcast 11:30–11:55 p.m. 146 CBS stations ORIGINATES: KNX	Canada Dry Beverages *J. M. Mathes, Inc.*
CARNATION CO. *(40th Week on CBS)* **Lone Journey** *Serial drama*	Mon. thru Fri. 2:30–2:45 p.m. 61 CBS stations ORIGINATES: WABC	Carnation Evaporated Milk and Friskies Dog Food *Erwin, Wasey & Co., Ltd.*
LUDEN'S, INC. *(85th Week on CBS)* **Hoagy Carmichael Sings** *Musical* *(Begins October 20)*	Sunday 5:30–5:45 p.m. 146 CBS stations ORIGINATES: KNX	All Products *J. M. Mathes, Inc.*
PARKER PEN COMPANY *(209th Week on CBS)* **Information Please** *Quiz*	Wednesday 10:30–11:00 p.m. 151 CBS stations ORIGINATES: WABC	Pens, Pencils, Desk Sets & Ink *J. Walter Thompson Co.*
PRINCE MATCHABELLI, INC. *(43rd Week on CBS)* **Stradivari Orchestra** *Musical*	Sunday 2:30–3:00 p.m. 48 CBS stations ORIGINATES: WABC	Prince Matchabelli Perfume and Cosmetics *Morse International, Inc.*
PROCTER & GAMBLE CO. *(609th Week on CBS)* **This Is Hollywood** *Dramatic*	Saturday 10:15–10:45 p.m. 114 CBS stations ORIGINATES: KNX	Camay Soap *Pedlar & Ryan, Inc.*
R. J. REYNOLDS TOBACCO CO. *(699th Week on CBS)* **Vaughn Monroe** and his Orchestra *Musical* *(Begins October 12)*	Saturday 7:30–8:00 p.m. Rebroadcast 9:00–9:30 p.m. 150 CBS stations ORIGINATES: WABC	Camel Cigarettes *Wm. Esty & Co., Inc.*

**On November 2nd Columbia's key station in New York, WABC, changes its call to WCBS*

CBS Program Book
Supplement for November
to be tipped in here

THE COLUMBIA BROADCASTING SYSTEM

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410 N. Michigan Ave., Chicago 11 • 902 Fisher Bldg., Detroit 2 • 401 South 12th Boulevard,
St. Louis 2 • 625 Second Avenue, South, Minneapolis 2 • 101 Marietta Street Bldg., Atlanta 3
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San Francisco 5 • 49 Hallam Street, W. 1, London, Eng. • Cable address, Columbia, New York

NEW CBS SPONSORED PROGRAMS (Continued)

UNITED STATES RUBBER CO. *(205th Week on CBS)* **New York Philharmonic Symphony** *Musical*	Sunday 3:00–4:30 p.m. 145 CBS stations ORIGINATES: WABC	All Products *Campbell-Ewald Co., Inc.*
WILDROOT CO., INC. *(53rd Week on CBS)* **The Adventures of Sam Spade** *Mystery drama*	Sunday 8:00–8:30 p.m. Rebroadcast 12:00–12:30 a.m. 151 CBS stations ORIGINATES: KNX	Wildroot Cream Oil Formula and Other Products *Batten, Barton, Durstine & Osborn, Inc.*

NEW CBS PACIFIC NETWORK PROGRAMS (All times are Pacific Standard Time)

METROPOLITAN LIFE INSURANCE CO. *(2nd Week on CBS)* **Fact Finder** with Delmar Edmonson *General information*	Mon. thru Fri. 7:45–8:00 a.m. ORIGINATES: KNX	Insurance Services *Young & Rubicam, Inc.*
WASHINGTON STATE APPLE COMMISSION *(8th Week on CBS)* **Front Page Features** with Knox Manning *News*	Tues., Thurs., Sat. 5:00–5:15 p.m. ORIGINATES: KNX	Washington State Apples *J. Walter Thompson Co.*

MONTHLY CORRECTIONS · CBS SPONSORED PROGRAMS

Page 4	**AMERICAN HOME FOODS, INC.**	Change "Give and Take" to Saturday 11:30–12:00 a.m. No rebroadcast.
Page 5	**THE BORDEN COMPANY**	Change "Tommy Riggs and Betty Lou" listing to "The Ginny Simms Show".
Page 5	**BOURJOIS, INC.**	Cancel series.
Page 6	**CAMPBELL SOUP CO.**	Change "Corliss Archer" listing to "The Campbell Room Starring Hildegarde". Change origination to WABC.
Page 7	**CONTINENTAL BAKING CO.**	Change program listing to "Grand Slam", Monday thru Friday, 11:30–11:45 a.m.
Page 7	**ELECTRIC AUTO-LITE CO.**	Cancel rebroadcast.

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MONTHLY CORRECTIONS - KNX SPONSORED PROGRAMS (continued)

Page 8	**EVERSHARP, INC.**	"Take It Or Leave It" program will originate from KNX October 6 thru November 24.
Page 8	**FORD MOTOR COMPANY**	Change listing to "The Ford Show Starring Dinah Shore".
Page 10	**JOHNS-MANVILLE CORP.**	Change origination to WTOP, Washington, D. C., and WABC, New York.
Page 11	**LEVER BROTHERS COMPANY**	Change "Fighting Senator" listing to "The Joan Davis Show". Change origination to KNX.
Page 11	**P. LORILLARD CO.**	Change listing to "Songs By Sinatra".
Page 12	**NASH-KELVINATOR CORP.**	Cancel series.
Page 12	**NOXZEMA CHEMICAL CO.**	Change agency to: Sullivan, Stauffer, Colwell & Bayles, Inc.
Page 15	**THE TEXAS COMPANY**	Change listing to "The Eddie Bracken Show". Change origination to KNX.
Page 15	**WHITEHALL PHARMACAL CO.**	Change listing of "Give and Take" to "Hollywood Jackpot", starring Kenny Delmar.

MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS

Page 16	**CHEMICALS, INC.**	Change time to Saturday, 9:45–10:00 p.m. Cancel series after October 26.
Page 17	**GUITTARD CHOCOLATE CO.**	Change program listing to "Meet the Missus" and time to Tuesday and Friday, 2:30–2:45 p.m.
Page 17	**LOMA LINDA FOOD COMPANY**	Change time to Monday and Friday, 12:00–12:15 p.m.
Page 18	**R. B. SEMLER, INC.**	Cancel series.
Page 18	**SIGNAL OIL COMPANY**	Change time to Monday, 9:30–10:00 p.m.
Page 18	**STUDEBAKER CORP.**	Cancel series.
Page 18	**TONI, INC.**	Cancel series.
Page 18	**SUNSET OIL COMPANY**	Change time to Saturday, 6:30–6:45 p.m.

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MONTHLY CORRECTIONS · CBS PACIFIC NETWORK PROGRAMS (continued)

Page 19	**WASHINGTON COOPERATIVE FARMERS' ASSOCIATION**	Cancel series after October 14.
Page 19	**WILCO CO.**	Cancel series after October 9.
Page 19	**J. I. FANCY FROZEN FOODS CO.**	Cancel series.
Page 19	**McMAHAN FURNITURE STORES**	Change time to Monday thru Friday, 12:30–12:45 p.m.
Page 19	**YELLOW CAB CO.**	Change time to Saturday, 7:45–8:00 p.m.

NEW CBS SUSTAINING PROGRAMS

Jean Sablon	Sunday 5:30–5:45 p.m. ORIGINATES: WABC	The romantic French tenor in a new program of his own, with Paul Baron's orchestra.
Music You Know	Sunday 11:30–12 midnight ORIGINATES: WABC	Familiar selections of light classical music by the Columbia Concert Orchestra.
Red Barber—Sports	Mon. thru Fri. 6:30–6:45 p.m. ORIGINATES: WABC	Columbia's new director of sports reviews the day's events, interviews sports stars, and from time to time calls in special reporters across the nation.
Feature Story	Mon. thru Sun. 11:10–11:15 p.m. ORIGINATES: WABC	The biggest story in the day's news, placed in its setting and described in detail.
Footnote	Mon. thru Sat. 11:25–11:30 p.m. ORIGINATES: WABC	A report on some person, place, or event not in the day's news but still of current interest and significance.
Philadelphia Orchestra	Saturday 5:00–6:00 p.m. ORIGINATES: WCAU	Eugene Ormandy and guest conductors direct the orchestra and famous soloists in a weekly symphony concert.

MONTHLY CORRECTIONS · CBS SUSTAINING PROGRAMS

Page 21	**NEWS ANALYSES**	Change "The Meaning of the News", Monday through Saturday, to 11:15–11:25 p.m. No Sunday broadcast.
Page 22	**WEEKLY NEWS REVIEW**	Change time to 2:00–2:30 p.m.
Page 24	**SING ALONG**	Change time to 2:45–3:00 p.m.
Page 25	**TIME TO REMEMBER**	Change time to 10:45–11:00 a.m.

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NATIONAL BROADCASTING COMPANY, INC.
GE
30 ROCKEFELLER PLAZA NEW YORK, N. Y.

CBS PROGRAM BOOK SUPPLEMENT · NOVEMBER 1946

NEW CBS SPONSORED PROGRAMS (All times are Eastern Standard Time)

ELGIN NATIONAL WATCH CO. *(57th Week on CBS)* **Two Hours of Stars** *Variety show*	Thursday, Nov. 28 (Thanksgiving Day) 4:00–6:00 p.m. 156 CBS stations ORIGINATES: KNX	Watches *J. Walter Thompson Co.*
RICHARD HUDNUT SALES CO. *(149th Week on CBS)* **Jean Sablon** *Variety* *(Begins November 9)*	Saturday 7:15–7:30 p.m. *Rebroadcast* 12:45–1:00 a.m. 64 CBS stations ORIGINATES: WCBS*	All Products *Kenyon & Eckhardt, Inc.*

MONTHLY CORRECTIONS · CBS SPONSORED PROGRAMS

Page 8	**EVERSHARP, INC.**	Cancel "Tonight on Broadway".
Page 10	**HOUSEHOLD FINANCE CORP.**	Change program listing to "That's Finnegan".

MONTHLY CORRECTIONS · CBS PACIFIC NETWORK PROGRAMS

Page 16	**CHEMICALS, INC.**	Cancel series.
Page 17	**GUITTARD CHOCOLATE CO.**	Cancel series.
Page 17	**INDUSTRIAL MANAGEMENT CORP.**	Change time to 4:45–5:00 p.m.
Page 17	**MANHATTAN SOAP CO., INC.**	Cancel series.
Page 18	**TONI, INC.**	Program cancelled by October supplement now restored to schedule. New time 2:45–3:00 p.m.
Page 19	**VICK CHEMICAL COMPANY**	Cancel series effective November 9.

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MONTHLY CORRECTIONS — CBS PACIFIC NETWORK PROGRAMS (CONTINUED)

Pages 16-19	Change time of the following sponsors' programs to one hour later: Barron-Gray Packing Co., Bekins Van and Storage Co., E. L. Bruce Co., Campbell Soup Co., Colonial Dames, Inc., "42" Products, Inc., Ferry-Morse Seed Co., Lyon Van & Storage Co., Peter Paul, Inc., Pict-Sweet Foods, Inc., Planters Nut & Chocolate Company, Simoniz Company.

NEW CBS SUSTAINING PROGRAMS

Juilliard School of Music	Thursday 11:30–12:00 mid. ORIGINATES: WCBS	Musical classics and the works of eminent modern composers performed by the chorus, instrumental ensemble, and string quartet of one of America's best-known conservatories.
Hawk Larabee	Thursday 5:30–6:00 p.m. ORIGINATES: KNX	Spirited drama of a western vendetta in the desert town of Sundown Wells.
That's Life	Friday 5:30–6:00 p.m. ORIGINATES: KNX	Comedy show built around anecdotes provided by members of the studio audience. (Returned to schedule.)
Theatre of Romance	Wednesday 5:30–6:00 p.m. ORIGINATES: WCBS	Broadway and Hollywood stars in dramatizations of the great love stories of all time. (Returned to schedule.)

MONTHLY CORRECTIONS — CBS SUSTAINING PROGRAMS

Page 24	**OKLAHOMA ROUND-UP**	Change time to Monday 5:30–6:00 p.m.
Page 26	**THE JACK KIRKWOOD SHOW**	Cancel series.
October 1 Supplement	**FEATURE STORY**	Add Don Hollenbeck as reporter.

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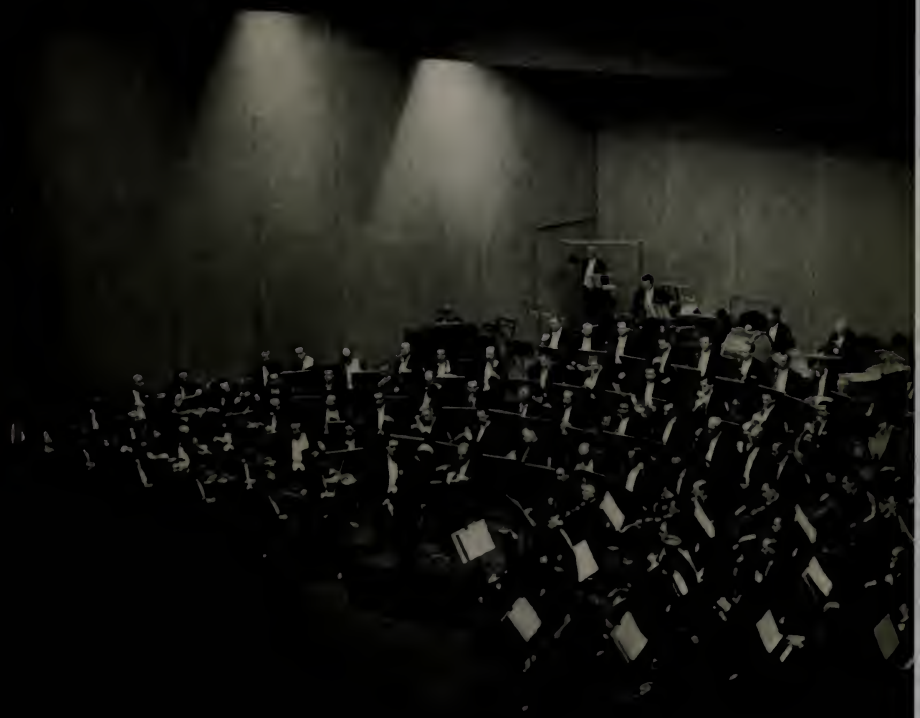
CBS PROGRAM BOOK · WINTER, 1946-47



The Philadelphia Orchestra

COLUMBIA NETWORK CLIENTS

AUTOMOTIVE

ELECTRIC AUTO-LITE CO.:
Spark Plugs, Batteries, Ignition Systems, Auto Accessories . . . . . Page 7

FORD MOTOR CO.:
Motor Cars . . . . . Page 8

STUDEBAKER CORP.:
Motor Cars . . . . . Page 18

UNITED STATES RUBBER CO.:
Tires . . . . . Page 15

CIGARETTES & TOBACCO

AMERICAN TOBACCO COMPANY:
Lucky Strike Cigarettes . . . . . Page 4

P. LORILLARD COMPANY:
Old Gold Cigarettes . . . . . Page 11

PHILIP MORRIS & COMPANY, LTD., INC.:
Philip Morris Cigarettes . . . . . Page 12

R. J. REYNOLDS TOBACCO COMPANY:
Camel Cigarettes, Prince Albert Smoking Tobacco . . . . Page 14

CONFECTIONERY

CURTISS CANDY COMPANY:
Candy . . . . . Page 7

PETER PAUL, INC.:
Mounds, Ten Crown Activated Charcoal Gum, Walnettos . . . . . Page 18

WM. WRIGLEY JR., COMPANY:
Chewing Gum . . . . . Page 16

DRUGS & TOILET GOODS

AMERICAN HOME PRODUCTS CORP.:
Anacin, Kolynos, Heet . . . . . Page 4

BAYER COMPANY:
Bayer Aspirin . . . . . Page 5

CENTAUR DIVISION, STERLING DRUG INC.:
Ironized Yeast . . . . . Page 6

CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED:
Vaseline Hair Tonic and Petroleum Jelly . Page 6

COLGATE-PALMOLIVE-PEET COMPANY:
(See also Laundry Soaps & Household Supplies)
Colgate Tooth Powder and Halo Shampoo . Page 6

COLONIAL DAMES, INC.:
Cosmetics . . . . . Page 17

EMERSON DRUG COMPANY:
Bromo-Seltzer . . . . . Page 8

"42" PRODUCTS, INC.:
All Products . . . . . Page 17

GROVE LABORATORIES, INC.:
Cold Tablets . . . . . Page 17

LADY ESTHER SALES COMPANY, INC.:
Face Powder, Face Cream, Rouge, Lipstick and Nail Polish . . . . Page 10

LEVER BROTHERS COMPANY:
(See also Foods)
Lux Soap and Flakes, Swan Soap . . . . Page 10

LUDENS, INC.:
Cough Drops . . . . . Page 11

MANHATTAN SOAP COMPANY, INC.:
(See also Laundry and Household Supplies)
Sweetheart Soap . . . . . Page 11

NOXZEMA CHEMICAL CO.:
All Products . . . . . Page 11

PRINCE MATCHABELLI, INC.:
Prince Matchabelli Perfume and Cosmetics . . . . . Page 12

THE PROCTER & GAMBLE CO.:
(See also Laundry Soaps; Foods)
Ivory Soap, Camay, Lava Soap . . . Pages 13, 14

RICHARD HUDNUT SALES CO., INC.:
Du Barry Cosmetics . . . . . Page 14

E. R. SQUIBB & SONS:
Squibb Products . . . . . Page 15

H. H. TANNER & COMPANY:
Portrait Cold Wave . . . . . Page 19

TONI, INC.:
Toni Home Permanent Wave . . . . . Page 19

UNITED-REXALL DRUG CO.:
Drugs . . . . . Page 15

WHITEHALL PHARMACAL COMPANY:
Kolynos, Anacin . . . . . Page 15

WILDROOT CO., INC.:
Wildroot Cream Oil . . . . . Page 16

J. B. WILLIAMS COMPANY:
Shaving Cream, Lectric Shave . . . . . Page 16

FOODS & BEVERAGES

AMERICAN HOME FOODS, INC.
Chef Boy-Ar-Dee Quality Foods, G. Washington Coffee . . . . . Page 4

BALLARD & BALLARD CO.:
Ballard's Obelisk Flour . . . . . Page 4

BARRON GRAY PACKING CO.:
Here's Health Vegetable Juice . . . . . Page 16

BORDEN CO.:
All Products . . . . . Page 5

BOWEY'S, INC.:
Dari-Rich Products . . . . . Page 5

CAMPBELL SOUP COMPANY:
Campbell's Soups, Campbell's Pork and Beans, Tomato Juice . . . . . Pages 5, 16

CANADA DRY GINGER ALE, INC.:
Canada Dry Beverages . . . . . Page 6

CARNATION CO.:
Carnation Evaporated Milk and
Friskies Dog Food . . . . . Page 6

CONTINENTAL BAKING CO.:
Wonder Bread, Hostess Cake . . . . . Page 7

CREAM OF WHEAT CORP.:
Cream of Wheat Cereal . . . . . Page 7

CRESTA BLANCA WINE CO.:
Cresta Blanca Wines . . . . . Page 7

GENERAL FOODS CORPORATION:
(See also Laundry Soaps)
Post Raisin Bran, Post Bran Flakes,
Sanka, Postum, Jell-O, Jell-O Pudding . Pages 8, 9

HOUSE OF DELICACIES:
French Kettle Onion Soup . . . . . Page 17

LEVER BROTHERS COMPANY:
(See also Toilet Goods)
Spry . . . . . Page 10

THOMAS J. LIPTON, INC.:
Lipton's Tea and Continental Soup Mix . Page 10

LOMA LINDA FOOD COMPANY:
Loma Linda Foods . . . . . Page 17

PET MILK SALES CORPORATION:
400-D Pet Milk . . . . . Page 12

PICT-SWEET FOODS, INC.:
Food Products . . . . . Page 18

PILLSBURY MILLS, INC.:
All Products . . . . . Page 12

PLANTERS NUT & CHOCOLATE COMPANY:
All Products . . . . . Page 18

THE PROCTER & GAMBLE CO.:
(See also Toilet Goods; Laundry Soaps)
Crisco . . . . . Pages 12, 13, 14

ROMA WINE CO., INC.:
Roma Wines . . . . . Page 14

WASHINGTON COOPERATIVE FARMERS' ASSOCIATION:
Lynden Foods . . . . . Page 19

WASHINGTON STATE APPLE COMMISSION:
Washington State Apples . . . . . Page 19

• LAUNDRY SOAPS AND HOUSEHOLD SUPPLIES

E. L. BRUCE COMPANY:
All Products, Bruce Floor Cleaner . . . Page 16

COLGATE-PALMOLIVE-PEET CO.:
(See also Drugs & Toilet Goods)
Super Suds . . . . . Page 6

GENERAL FOODS CORPORATION:
(See also Foods)
La France, Satina . . . . . Pages 8, 9

MANHATTAN SOAP COMPANY, INC.:
(See also Toilet Goods)
Blu-White Flakes . . . . . Page 11

THE PROCTER & GAMBLE CO.:
(See also Toilet Goods; Foods)
Oxydol, Duz, Spic & Span, Dreft,
Ivory Snow . . . . . Pages 12, 13, 14

• LUBRICANTS

GULF OIL CORPORATION:
Gulf Oil Products . . . . . Page 9

SIGNAL OIL COMPANY:
All products . . . . . Page 18

THE TEXAS COMPANY:
Texaco Products . . . . . Page 15

• MISCELLANEOUS

ANCHOR-HOCKING GLASS CORP.:
Anchorglass and Fire King
Ovenglass Products . . . . . Page 4

ARMSTRONG CORK COMPANY:
Armstrong's Floor Coverings . . . . . Page 4

BEKINS VAN AND STORAGE CO.:
Moving and Storage . . . . . Page 16

ELECTRIC COMPANIES ADVERTISING PROGRAM:
Institutional . . . . . Page 7

ELGIN NATIONAL WATCH CO.:
Watches . . . . . Page 7

EVERSHARP, INC.:
Eversharp Pens, Pencils,
Red Top Leads . . . . . Page 8

FERRY-MORSE SEED CO.:
Seeds . . . . . Page 19

GENERAL ELECTRIC COMPANY:
Household Appliance Division . . . . . Page 8

GENERAL MOTORS CORP.:
Frigidaires . . . . . Page 9

HALL BROS. INC.:
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CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
AMERICAN HOME PRODUCTS CORP. *(721st Week on CBS)*		
Our Gal Sunday *Serial drama*	Mon. thru Fri. 12:45–1:00 p.m. 149 CBS stations ORIGINATES: WCBS	Anacin *Dancer-Fitzgerald-Sample, Inc.*
The Romance of Helen Trent *Serial drama*	Mon. thru Fri. 12:30–12:45 p.m. 147 CBS stations ORIGINATES: WCBS	Kolynos and Heet *Dancer-Fitzgerald-Sample, Inc.*
AMERICAN HOME FOODS, INC. *(721st Week on CBS)*		
Give and Take *Audience participation*	Saturday 11:30–12:00 noon 150 CBS stations ORIGINATES: WCBS	Chef Boy-Ar-Dee Quality Foods *McJunkin Adv. Co.*
Surprise Party *Audience participation* *(Last broadcast December 26)*	Tues., Thurs. 3:00–3:30 p.m. 61 CBS stations ORIGINATES: KNX	G. Washington Coffee *Ruthrauff & Ryan, Inc.*
AMERICAN TOBACCO COMPANY *(552nd Week on CBS)*		
Your Hit Parade Mark Warnow's Orchestra, Joan Edwards, Andy Russell, The Hit Paraders *Musical*	Saturday 9:00–9:45 p.m. *Rebroadcast 12:00 mid.–12:45 a.m.* 156 CBS stations ORIGINATES: WCBS and KNX	Lucky Strike Cigarettes *Foote, Cone & Belding*
ANCHOR-HOCKING GLASS CORP. *(152nd Week on CBS)*		
Casey, Crime Photographer *Mystery drama*	Thursday 9:30–10:00 p.m. 141 CBS stations ORIGINATES: WCBS	Anchorglass and Fire King Ovenglass Products *William H. Weintraub & Co., Inc.*
ARMSTRONG CORK COMPANY *(269th Week on CBS)*		
Armstrong's Theatre of Today *Drama*	Saturday 12 noon–12:30 p.m. 150 CBS stations ORIGINATES: WCBS	Armstrong's Floor Coverings *Batten, Barton, Durstine & Osborn, Inc.*
BALLARD & BALLARD CO. *(200th Week on CBS)*		
Renfro Valley Folks *Variety*	Sunday 9:15–9:45 a.m. 25 CBS stations ORIGINATES: WHAS	Ballard's Obelisk Flour *Henri, Hurst & McDonald, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
BAYER COMPANY *(583rd Week on CBS)* **American Melody Hour** with Bob Hannon, Evelyn MacGregor, Orchestra and chorus *Musical variety*	Tuesday 7:30–8:00 p.m. 144 CBS stations ORIGINATES: WCBS	Bayer Aspirin *Dancer-Fitzgerald-Sample, Inc.*
BORDEN CO. *(125th Week on CBS)* **+The Ginny Simms Show** *Musical variety*	Friday 9:00–9:30 p.m. 151 CBS stations ORIGINATES: KNX	All Products *Young & Rubicam, Inc.*
County Fair *Variety-quiz*	Saturday 1:30–2:00 p.m. 152 CBS stations ORIGINATES: WCBS	Borden's Instant Coffee *Kenyon & Eckhardt, Inc.*
BOWEY'S, INC. *(392nd Week on CBS)* **Stars Over Hollywood** with guest stars *Original drama*	Saturday 12:30–1:00 p.m. 52 CBS stations ORIGINATES: KNX	Dari-Rich Products *Sorensen & Company*
CAMPBELL SOUP COMPANY *(625th Week on CBS)* **The Jack Carson Show** *Comedy*	Wednesday 8:00–8:30 p.m. *Rebroadcast* *12:00 mid.–12:30 a.m.* 142 CBS stations 29 CBC stations ORIGINATES: KNX	Campbell's Soups, Campbell's Pork and Beans, Tomato Juice *Ward Wheelock Company*
+The Campbell Room Starring Hildegarde *Variety*	Sunday 9:00–9:30 p.m. 142 CBS stations 29 CBC stations ORIGINATES: WCBS	
Robert Trout With The News Till Now *News*	Mon. thru Fri. 6:45–7:00 p.m. 124 CBS stations ORIGINATES: WCBS	

+Program or client added to network schedule since previous issue

CBS SPONSORED PROGRAMS

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
†CANADA DRY GINGER ALE, INC. *(22nd Week on CBS)* **Sparkle Time** with Meredith Willson *Musical variety*	Friday 7:30–8:00 p.m. *Rebroadcast* *11:30–11:55 p.m.* 142 CBS stations ORIGINATES: KNX	Canada Dry Beverages *J. M. Mathes, Inc.*
†CARNATION CO. *(49th Week on CBS)* **Lone Journey** *Serial drama*	Mon. thru Fri. 2:30–2:45 p.m. 62 CBS stations ORIGINATES: WCBS	Carnation Evaporated Milk and Friskies Dog Food *Erwin, Wasey & Co., Ltd.*
CENTAUR DIVISION, STERLING DRUG INC. *(379th Week on CBS)* **Big Town** *Drama*	Tuesday 8:00–8:30 p.m. *Rebroadcast* *12:00 mid.–12:30 a.m.* 144 CBS stations 22 CBC stations ORIGINATES: WCBS	Ironized Yeast *Pedlar & Ryan, Inc.*
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED *(121st Week on CBS)* **Dr. Christian** with Jean Hersholt *Drama*	Wednesday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 154 CBS stations ORIGINATES: KNX	Vaseline Hair Tonic and Petroleum Jelly *McCann-Erickson, Inc.*
COLGATE-PALMOLIVE-PEET COMPANY *(568th Week on CBS)* **The Mel Blanc Show** *Comedy*	Tuesday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 145 CBS stations ORIGINATES: KNX	Colgate Tooth Powder, Halo Shampoo *Sherman & Marquette, Inc.*
Blondie *Comedy*	Sunday 7:30–8:00 p.m. *Rebroadcast* *11:30–12:00 mid.* 145 CBS stations ORIGINATES: KNX	Super Suds *Wm. Esty & Co., Inc.*

†*Program or client added to network schedule since previous issue.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CONTINENTAL BAKING CO., INC. *(621st Week on CBS)* **+Grand Slam** with Irene Beasley *Audience participation*	Mon. thru Fri. 11:30–11:45 a.m. 47 CBS stations ORIGINATES: WCBS	Wonder Bread, Hostess Cake *Ted Bates, Inc.*
CREAM OF WHEAT CORP. *(330th Week on CBS)* **Let's Pretend** *Dramatized fairy tales*	Saturday 11:05–11:30 a.m. 143 CBS stations ORIGINATES: WCBS	Cream of Wheat Cereal *Batten, Barton, Durstine & Osborn, Inc.*
CRESTA BLANCA WINE CO. *(190th Week on CBS)* **Hollywood Players** *Drama*	Tuesday 9:30–10:00 p.m. 122 CBS stations ORIGINATES: KNX	Cresta Blanca Wines *Batten, Barton, Durstine & Osborn, Inc.*
CURTISS CANDY COMPANY *(322nd Week on CBS)* **News** with Warren Sweeney	Sat., Sun. 11:00–11:05 a.m. 140 CBS stations ORIGINATES: WCBS	Candy *C. L. Miller Company*
ELECTRIC AUTO-LITE CO. *(160th Week on CBS)* **The Dick Haymes Show** *Variety*	Thursday 9:00–9:30 p.m. 153 CBS stations 28 CBC stations ORIGINATES: KNX	Spark Plugs, Batteries, Ignition Systems, Auto Accessories *Ruthrauff & Ryan, Inc.*
ELECTRIC COMPANIES ADVERTISING PROGRAM *(170th Week on CBS)* **Hour of Charm** with Phil Spitalny's Orchestra *Musical*	Sunday 4:30–5:00 p.m. 145 CBS stations ORIGINATES: WCBS	Institutional *N. W. Ayer & Son, Inc.*
ELGIN NATIONAL WATCH CO. *(58th Week on CBS)* **Two Hours of Stars** *Variety show*	Wednesday, Dec. 25 (Christmas Day) 4:00–6:00 p.m. 159 CBS stations ORIGINATES: KNX	Watches *J. Walter Thompson Co.*

+ *Program or client added to network schedule since previous issue*

CBS SPONSORED PROGRAMS

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
EMERSON DRUG COMPANY *(343rd Week on CBS)* **Inner Sanctum** *Mystery drama*	Monday 8:00–8:30 p.m. *Rebroadcast* *12:30–1:00 a.m.* 146 CBS stations ORIGINATES: WCBS	Bromo-Seltzer *Batten, Barton, Durstin & Osborn, Inc.*
EVERSHARP, INC. *(374th Week on CBS)* **Take It or Leave It** with Phil Baker and Ray Bloch's Orchestra *Quiz*	Sunday 10:00–10:30 p.m. 159 CBS stations 27 CBC stations ORIGINATES: WCBS	Eversharp Pens, Pencils and Red Top Leads *The Biow Co., Inc.*
Ann Sothern in **"Maisie"** *Comedy*	Friday 10:30–11:00 p.m. 154 CBS stations ORIGINATES: KNX	
FORD MOTOR CO. *(472nd Week on CBS)* **The Ford Show Starring Dinah Shore** with Peter Lind Hayes and Bob Dolan's Orchestra *Variety*	Wednesday 9:30–10:00 p.m. 156 CBS stations ORIGINATES: KNX	Motor Cars *J. Walter Thompson Co*
GENERAL ELECTRIC COMPANY *(248th Week on CBS)* **G. E. House Party** *Variety*	Mon., Wed., Fri. 4:00–4:25 p.m. 154 CBS stations ORIGINATES: KNX	Household Appliance Division *Young & Rubicam, Inc*
GENERAL FOODS CORPORATION *(606th Week on CBS)* **Kate Smith Sings** *Music*	Sunday 6:30–7:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 144 CBS stations ORIGINATES: WCBS	Postum *Foote, Cone & Belding*
Kate Smith Speaks Ted Collins with the News *Talks and news*	Mon. thru Fri. 12 noon–12:15 p.m. 142 CBS stations ORIGINATES: WCBS	Post Raisin Bran, Post Bran Flakes *Benton & Bowles, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
GENERAL FOODS CORPORATION *(Continued)*		
The Adventures of the Thin Man *Mystery*	Friday 8:30–8:55 p.m. *Rebroadcast 12:30–12:55 a.m.* 146 CBS stations ORIGINATES: WCBS	Sanka and Instant Sanka *Young & Rubicam, Inc.*
The Baby Snooks Show *Comedy*	Friday 8:00–8:30 p.m. *Rebroadcast 12:00 mid–12:30 a.m.* 146 CBS stations ORIGINATES: KNX	Jell-O, Jell-O Puddings *Young & Rubicam, Inc.*
The Second Mrs. Burton *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. 65 CBS stations ORIGINATES: WCBS	LaFrance, Satina *Young & Rubicam, Inc.*
GENERAL MOTORS CORP. *(69th Week on CBS)*		
Hollywood Star Time *Drama*	Saturday 8:00–8:30 p.m. *Rebroadcast 11:00–11:30 p.m.* 150 CBS stations ORIGINATES: KNX	Frigidaires *Foote, Cone & Belding*
GULF OIL CORPORATION *(668th Week on CBS)*		
We the People with Milo Boulton and Oscar Bradley's Orchestra *Real life experiences*	Sunday 10:30–11:00 p.m. 105 CBS stations ORIGINATES: WCBS	Gulf Oil Products *Young & Rubicam, Inc.*
HALL BROS. INC. *(39th Week on CBS)*		
Reader's Digest – Radio Edition *Drama*	Thursday 10:00–10:30 p.m. 153 CBS stations ORIGINATES: WCBS	"Hallmark" Greeting Cards *Foote, Cone & Belding*
HOUSEHOLD FINANCE CORP. *(101st Week on CBS)*		
That's Finnegan *Comedy drama*	Thursday 10:30–11:00 p.m. 64 CBS stations ORIGINATES: KNX	Personal Loans *Shaw-Le Vally, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
INTERNATIONAL SILVER COMPANY *(456th Week on CBS)* **Adventures of Ozzie and Harriet** *Comedy*	Sunday 6:00–6:30 p.m. 147 CBS stations 21 CBC stations ORIGINATES: KNX	International Sterling and 1847 Rogers Bros. Silverplate *Young & Rubicam, Inc.*
JOHNS-MANVILLE CORPORATION *(278th Week on CBS)* **Bill Henry** *News*	Mon. thru Fri. 8:55–9:00 p.m. 64 CBS stations ORIGINATES: WTOP and WCBS	Insulating Materials *J. Walter Thompson Co.*
LADY ESTHER SALES COMPANY, INC. *(677th Week on CBS)* **Screen Guild Players** *Drama*	Monday 10:00–10:30 p.m. 149 CBS stations ORIGINATES: KNX	Face Powder, Face Cream, Rouge, Lipstick, Nail Polish *The Biow Co., Inc.*
LEVER BROTHERS COMPANY *(591st Week on CBS)* **Lux Radio Theater** William Keighley, director, with famous stars and Lou Silvers' Orchestra *Drama*	Monday 9:00–10:00 p.m. 149 CBS stations 24 CBC stations ORIGINATES: KNX	Lux Soap & Flakes *J. Walter Thompson Co*
Aunt Jenny's Real Life Stories *Dramatic sketches*	Mon. thru Fri. 12:15–12:30 p.m. 45 CBS stations 22 CBC stations ORIGINATES: WCBS	Spry *Ruthrauff & Ryan, Inc.*
+The Joan Davis Show *Comedy*	Monday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 141 CBS stations ORIGINATES: KNX	Swan Soap *Young & Rubicam, Inc.*
THOMAS J. LIPTON, INC. *(155th Week on CBS)* **Vox Pop** *Quiz*	Tuesday 9:00–9:30 p.m. 145 CBS stations ORIGINATES: WCBS	Lipton's Tea and Continental Soup Mix *Young & Rubicam, Inc.*

+Program or client added to network schedule since previous issue.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
P. LORILLARD COMPANY *(466th Week on CBS)* **Songs By Sinatra** *Musical*	Wednesday 9:00–9:30 p.m. 141 CBS stations ORIGINATES: KNX	Old Gold Cigarettes *Lennen & Mitchell, Inc.*
+LUDEN'S, INC. *(90th Week on CBS)* **Hoagy Carmichael Sings** *Musical*	Sunday 5:30–5:45 p.m. 146 CBS stations ORIGINATES: KNX	Cough Drops *J. M. Mathes, Inc.*
MANHATTAN SOAP CO., INC. *(302nd Week on CBS)* **The Strange Romance of Evelyn Winters** *Dramatic serial*	Mon. thru Fri. 10:30–10:45 a.m. 75 CBS stations ORIGINATES: WCBS	Blu-White Flakes and Sweetheart Soap *Duane Jones Co., Inc.*
+Rose of My Dreams *Dramatic serial*	Mon. thru Fri. 2:45–3:00 p.m. 155 CBS stations ORIGINATES: WCBS	Sweetheart Soap *Duane Jones Co., Inc.*
NOXZEMA CHEMICAL CO. *(214th Week on CBS)* **Mayor of the Town** with Lionel Barrymore *Drama*	Saturday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 142 CBS stations 24 CBC stations ORIGINATES: KNX	All Products *Sullivan, Stauffer, Colwell & Bayles, Inc.*
THE PARKER PEN CO. *(231st Week on CBS)* **Ned Calmer and the News**	Sat., Sun. 8:55–9:00 p.m. 140 CBS stations ORIGINATES: WCBS	Pens, Pencils, Quink *J. Walter Thompson Co.*
Information Please *Quiz*	Wednesday 10:30–11:00 p.m. 154 CBS stations ORIGINATES: WCBS	

+Program or client added to network schedule since previous issue.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PET MILK SALES CORPORATION *(680th Week on CBS)* **Saturday Night Serenade** Bill Perry, tenor; Hollace Shaw, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and chorus *Musical*	Saturday 9:45–10:15 p.m. 71 CBS stations ORIGINATES: WCBS	400-D Pet Milk *Gardner Advertising Company*
Mary Lee Taylor Home Economist *Talks*	Saturday 10:30–11:00 a.m. *Rebroadcast* *2:00–2:30 p.m.* 129 CBS stations ORIGINATES: KMOX	
PHILIP MORRIS & COMPANY, LTD., INC. *(538th Week on CBS)* **Crime Doctor** *Mystery drama*	Sunday 8:30–8:55 p.m. *Rebroadcast* *11:00–11:25 p.m.* 141 CBS stations ORIGINATES: WCBS	Philip Morris Cigarettes *The Biow Co., Inc.*
It Pays To Be Ignorant *Variety*	Friday 10:00–10:30 p.m. 141 CBS stations ORIGINATES: WCBS	
PILLSBURY MILLS, INC. *(439th Week on CBS)* **Grand Central Station** *Drama*	Saturday 1:00–1:30 p.m. 128 CBS stations ORIGINATES: WCBS	All Products *McCann-Erickson, Inc.*
+PRINCE MATCHABELLI, INC. *(50th Week on CBS)* **Stradivari Orchestra** *Musical*	Sunday 2:30–3:00 p.m. 50 CBS stations ORIGINATES: WCBS	Prince Matchabelli Perfume and Cosmetics *Morse International, Inc.*
THE PROCTER & GAMBLE CO. *(631st Week on CBS)* **Big Sister** *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 68 CBS stations 23 CBC stations ORIGINATES: WCBS	Ivory Soap *Compton Advertising, Inc.*

+*Program or client added to network schedule since previous issue.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE PROCTER & GAMBLE CO. *(Continued)*		
F.B.I. in Peace and War *Drama*	Thursday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 80 CBS stations ORIGINATES: WCBS	Lava Soap *The Biow Co., Inc.*
Lowell Thomas *News*	Mon. thru Fri. 11:00–11:15 p.m. 16 CBS stations ORIGINATES: WCBS	Ivory Soap *Compton Advertising, Inc.*
Ma Perkins *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 75 CBS stations ORIGINATES: WBBM	Oxydol *Dancer-Fitzgerald-Sample, Inc.*
Mystery of the Week *Drama*	Mon. thru Fri. 7:00–7:15 p.m. 63 CBS stations ORIGINATES: WCBS	Ivory Soap *Compton Advertising, Inc.*
Perry Mason *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. 77 CBS stations ORIGINATES: WCBS	Spic & Span, Crisco, Dreft *Dancer-Fitzgerald-Sample, Inc.* *Compton Advertising, Inc.*
Rosemary *Serial drama*	Mon. thru Fri. 11:45–12:00 noon 58 CBS stations ORIGINATES: WCBS	Ivory Snow *Benton & Bowles, Inc.*
The Jack Smith Show *Songs*	Mon. thru Fri. 7:15–7:30 p.m. *Rebroadcast 11:15–11:30 p.m.* 82 CBS stations 22 CBC stations ORIGINATES: WCBS	Oxydol *Dancer-Fitzgerald-Sample, Inc.*
Road of Life *Serial drama*	Mon. thru Fri. 1:45–2:00 p.m. 76 CBS stations ORIGINATES: WCBS	Duz *Compton Advertising, Inc.*

EVENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE PROCTER & GAMBLE CO. *(Continued)*		
+This Is Hollywood with Hedda Hopper *Dramatic*	Saturday 10:15–10:45 p.m. 114 CBS stations ORIGINATES: KNX	Camay *Pedlar & Ryan, Inc.*
Young Dr. Malone *Serial drama*	Mon. thru Fri. 1:30–1:45 p.m. 45 CBS stations ORIGINATES: WCBS	Crisco, Dreft *Compton Advertising, Inc.* *Dancer-Fitzgerald-Sample, Inc.*
PRUDENTIAL INSURANCE COMPANY OF AMERICA *(391st Week on CBS)*	Sunday 5:00–5:30 p.m. 150 CBS stations ORIGINATES: WCBS	Insurance Services *Benton & Bowles, Inc.*
Prudential Family Hour with Rise Stevens, Jimmy Carroll, Ted Malone, guest stars, and Al Goodman's Orchestra and chorus *Musical variety*		
R. J. REYNOLDS TOBACCO COMPANY *(708th Week on CBS)*		
Bob Hawk Show *Quiz*	Monday 7:30–8:00 p.m. *Rebroadcast 10:30–11:00 p.m.* 151 CBS stations ORIGINATES: WCBS	Camel Cigarettes, Prince Albert Smoking Tobacco *William Esty & Co., Inc.*
+Vaughn Monroe Show *Musical*	Saturday 7:30–8:00 p.m. *Rebroadcast 9:00–9:30 p.m.* 152 CBS stations ORIGINATES: WCBS	
+RICHARD HUDNUT SALES CO., INC. *(153rd Week on CBS)*	Saturday 7:15–7:30 p.m. *Rebroadcast 12:45–1:00 a.m.* 64 CBS stations ORIGINATES: WCBS	Du Barry Cosmetics *Kenyon & Eckhardt, Inc*
Jean Sablon *Songs*		
ROMA WINE CO., INC. *(195th Week on CBS)*	Thursday 8:00–8:30 p.m. *Rebroadcast 12 mid.–12:30 a.m.* 83 CBS stations ORIGINATES: KNX	Roma Wines *The Biow Co., Inc.*
Suspense *Mystery drama*		

+Program or client added to network schedule since previous issue.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
E. R. SQUIBB & SONS *(334th Week on CBS)* **Academy Award Theater** *Drama* *(Series ends December 18)*	Wednesday 10:00–10:30 p.m. 150 CBS stations ORIGINATES: KNX	Squibb Products *Geyer, Cornell & Newell, Inc.*
THE TEXAS COMPANY *(469th Week on CBS)* **+The Eddie Bracken Show** *Comedy*	Sunday 9:30–10:00 p.m. 152 CBS stations 32 CBC stations ORIGINATES: KNX	Texaco Products *Buchanan & Co., Inc.*
UNITED-REXALL DRUG CO. *(87th Week on CBS)* **Durante-Moore Show** *Comedy variety*	Friday 9:30–10:00 p.m. 153 CBS stations ORIGINATES: KNX	Drugs *N. W. Ayer & Sons, Inc.*
+UNITED STATES RUBBER CO. *(212th Week on CBS)* **New York Philharmonic-Symphony** *Musical*	Sunday 3:00–4:30 p.m. 144 CBS stations ORIGINATES: WCBS	Tires *Campbell-Ewald Co., Inc.*
WHITEHALL PHARMACAL COMPANY *(721st Week on CBS)* **Ellery Queen** *Mystery drama*	Wednesday 7:30–8:00 p.m. *Rebroadcast 12:30–1:00 a.m.* 52 CBS stations ORIGINATES: WCBS	Anacin and Kolynos *Sullivan, Stauffer, Colwell & Bayles, Inc.*
+Hollywood Jackpot Starring Kenny Delmar *Audience participation*	Mon., Wed., Fri. 4:30–5:00 p.m. 24 CBS stations ORIGINATES: WCBS	Anacin and Kolynos *Dancer-Fitzgerald-Sample, Inc.*
Mr. Keen, Tracer of Lost Persons *Mystery drama*	Thursday 7:30–8:00 p.m. 50 CBS stations ORIGINATES: WCBS	Kolynos *Dancer-Fitzgerald-Sample, Inc.*

+Program or client added to network schedule since previous issue

	CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CBS SPONSORED PROGRAMS	*WILDROOT CO., INC. *(61st Week on CBS)* **The Adventures of Sam Spade** *Mystery drama*	Sunday 8:00–8:30 p.m. *Rebroadcast* *12:00 mid.–12:30 a.m.* 153 CBS stations ORIGINATES: KNX	Wildroot Cream Oil *Batten, Barton, Durstine & Osborn, Inc.*
	J. B. WILLIAMS COMPANY *(156th Week on CBS)* **William L. Shirer** *News*	Sunday 5:45–6:00 p.m. 146 CBS stations ORIGINATES: WCBS	Shaving Cream Lectric Shave *J. Walter Thompson Co.*
	WM. WRIGLEY, JR., COMPANY *(754th Week on CBS)* **Gene Autry Show** *Musical*	Sunday 7:00–7:30 p.m. 148 CBS stations ORIGINATES: KNX	Chewing Gum *Ruthrauff & Ryan, Inc.*
COLUMBIA PACIFIC NETWORK SPONSORED PROGRAMS *(All times are Pacific Standard time)*	BARRON-GRAY PACKING CO. *(59th Week on CBS)* **Ona Munson in Hollywood** *Hollywood gossip*	Friday 9:55–10:00 p.m. ORIGINATES: KNX	Here's Health Vegetable Juice *Long Advertising Service*
	BEKINS VAN AND STORAGE CO. *(271st Week on CBS)* **Harry W. Flannery** *News analysis*	Mon., Wed., Fri. 5:30–5:45 p.m. ORIGINATES: KNX	Moving and Storage *Brooks Advertising Agency*
	E. L. BRUCE COMPANY *(24th Week on CBS)* **Front Page Features** with Knox Manning *News*	Mon., Wed., Fri. 5:00–5:15 p.m. ORIGINATES: KNX	All Products, Bruce Floor Cleaner *Christiansen Advertising Agency*
	CAMPBELL SOUP CO. *(625th Week on CBS)* **Carroll Alcott** *News*	Mon. thru Sat. 8:55–9:00 p.m. ORIGINATES: KNX	All Products *Ward Wheelock Co.*

*Program or client added to network schedule since previous issue.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
COLONIAL DAMES, INC. *(352nd Week on CBS)* **Surprise Theater** with Knox Manning *Narrations*	Sunday 8:25–8:30 p.m. ORIGINATES: KNX	Cosmetics *Hixson-O'Donnell Advertising, Inc.*
"42" PRODUCTS, INC. *(102nd Week on CBS)* **Bob Garred** *News*	Tues., Thurs., Sat. 5:45–5:55 p.m. ORIGINATES: KNX	All Products *Brisacher, Van Norden & Staff*
*GROVE LABORATORIES, INC. *(5th Week on CBS)* **Call of the Range** *Western songs*	Mon., Wed., Fri. 4:00–4:15 p.m. ORIGINATES: KNX	Cold Tablets *Duane Jones Co., Inc.*
*HOUSE OF DELICACIES *(4th Week on CBS)* **Meet The Missus** *Audience participation*	Wednesday 2:30–2:45 p.m. ORIGINATES: KNX	French Kettle Onion Soup *Emil Mogul Co., Inc.*
LOMA LINDA FOOD COMPANY *(47th Week on CBS)* **Burritt Wheeler** *Talks*	Mon. and Fri. 12 noon–12:15 p.m. ORIGINATES: KNX	Loma Linda Foods *Elwood J. Robinson Adv. Agency*
LYON VAN & STORAGE CO. *(54th Week on CBS)* **Meet The Missus** *Participation quiz*	Thursday 2:30–2:45 p.m. ORIGINATES: KNX	Moving and Storage Services *Batten, Barton, Durstine & Osborn, Inc.*

*Program or client added to network schedule since previous issue.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
+METROPOLITAN LIFE INSURANCE CO. *(7th Week on CBS)* **Fact Finder** with Delmar Edmonson *General information*	Mon. thru Fri. 7:45–8:00 a.m. ORIGINATES: KNX	Insurance Services *Young & Rubicam, Inc.*
PETER PAUL, INC. *(332nd Week on CBS)* **Bob Garred** *News*	Mon., Wed., Fri. 5:45–5:55 p.m. and Tues., Thurs., Sat. 7:30–7:45 a.m. ORIGINATES: KNX	Mounds, Ten Crown Activated Charcoal Gum, Walnettos *Brisacher, Van Norden & Staff*
PICT-SWEET FOODS, INC. *(27th Week on CBS)* **Hope Chest** *Audience participation*	Sunday 3:30–4:00 p.m. ORIGINATES: KNX	Food Products *Ruthrauff & Ryan, Inc.*
PLANTERS NUT AND CHOCOLATE COMPANY *(318th Week on CBS)* **Harry Flannery** *News analysis*	Tues., Thurs., Sat. 5:30–5:45 p.m. ORIGINATES: KNX	All Products *Raymond R. Morgan Agency*
SIGNAL OIL COMPANY *(181st Week on CBS)* **The Whistler** *Mystery drama*	Monday 9:00–9:30 p.m. ORIGINATES: KNX	All Products *Barton A. Stebbins Advertising Agency*
SIMONIZ COMPANY *(27th Week on CBS)* **Meet The Missus** *Participation quiz*	Tuesday 2:45–3:00 p.m. ORIGINATES: KNX	Polish *Decora, Inc.*
STUDEBAKER CORP. *(117th Week on CBS)* **Bob Garred** *News*	Mon., Wed., Fri. 7:30–7:45 a.m. ORIGINATES: KNX	Motor Cars *Roche, Williams & Cleary, Inc.*

+Program or client added to network schedule since previous issue.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY	
H. H. TANNER & COMPANY *Starts December 21)* **Free For All** *Audience participation*	Saturday 11:30–12:00 noon ORIGINATES: KNX	Portrait Cold Wave *Manson-Gold Advertising Agency*	**COLUMBIA PACIFIC NETWORK**
TONI, INC. *22nd Week on CBS)* **Meet The Missus** *Audience participation*	Mon., Wed., Fri. 2:45–3:00 p.m. ORIGINATES: KNX	Toni Home Permanent Wave *Foote, Cone & Belding*	
WASHINGTON COOPERATIVE FARMERS' ASSOCIATION *96th Week on CBS)* **Meet The Missus** *Audience participation*	Thursday 2:45–3:00 p.m. ORIGINATES: KNX	Lynden Foods *Pacific National Advertising Agency*	
WASHINGTON STATE APPLE COMMISSION *16th Week on CBS)* **Front Page Features** with Knox Manning *News*	Tues., Thurs., Sat. 5:00–5:15 p.m. ORIGINATES: KNX	Washington State Apples *J. Walter Thompson Co.*	
FERRY-MORSE SEED CO. *74th Week on CBS)* **Time for Rolly Langley** *Gardening*	Friday 4:30–4:45 p.m. ORIGINATES: KQW	Seeds *MacManus, John & Adams, Inc.*	**COLUMBIA CALIFORNIA NETWORK**
McMAHAN FURNITURE STORES *56th Week on CBS)* **Knox Manning** *News*	Mon. thru Fri. 12:30–12:45 p.m. ORIGINATES: KNX	House Furnishings *M-C-M Adv. Agency*	
YELLOW CAB CO. *126th Week on CBS)* **The Story Teller** *Narration*	Saturday 7:45–8:00 p.m. ORIGINATES: KNX	Cab Service *Rhoades & Davis*	

*Program or client added to network schedule since previous issue.

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting* and *balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary from time to time to alter some details in its schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these classifications:

NEWS BROADCASTS . . . . . *Page 21*

CURRENT AFFAIRS . . . . . *Page 21*

SERIOUS MUSIC . . . . . *Page 23*

LIGHT MUSIC . . . . . *Page 24*

DRAMATIC SERIES . . . . . *Page 25*

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RELIGIOUS BROADCASTS . . . . . *Page 27*

CBS SHORTWAVE BROADCASTS . . . . . *Page 28*

SPECIAL BROADCASTS: FALL, 1946 . . . . . *Page 29*

CBS TELEVISION . . . . . *Page 31*

PROGRAM AND TIME	DESCRIPTION	
News Broadcasts *(with international pickups)* 7:00–8:15 a.m. MONDAY THRU SATURDAY 9:00–9:15 a.m. SUNDAY	Columbia's reporters in foreign capitals, in New York and in Washington cover the vast panorama of economic and political peace developments. Correspondents include Howard K. Smith and Allan Jackson from London, Don Pryor from Paris, George Polk from Cairo, Stephen Laird from Berlin, Bill Costello from Tokyo, and Bill Dunn from Manila.	COLUMBIA NETWORK NEWS SUSTAINING
News Broadcasts 9:00–9:15 a.m. MONDAY THRU SATURDAY	A summary of the latest news delivered by Harry Clark with occasional foreign pickups.	
4:25–4:30 p.m. MONDAY THRU FRIDAY	A brief summary of the latest happenings at home and abroad from the CBS News Room.	
5:00–6:15 p.m. MONDAY THRU FRIDAY	A summary of the latest news and an analysis by Quincy Howe.	
11:00–11:10 p.m. SUNDAY THRU SATURDAY	A news summary by Charles Collingwood Monday through Friday and by Ned Calmer Saturday and Sunday.	
News Analyses 11:15–11:25 p.m. MONDAY THRU SATURDAY	"The Meaning of the News" by Joseph C. Harsch Monday through Friday. On Saturday Columbia presents an analysis by Eric Sevareid.	
Howard K. Smith From London 1:45–2:00 p.m. EACH SUNDAY	An analysis of the week's international news as viewed from London by the Chief of CBS' European News Staff.	
Feature Story 11:10–11:15 p.m. MONDAY THRU SUNDAY	The biggest story in the day's news, placed in its setting and described in detail by Don Hollenbeck Monday through Friday and by Bill Downs on Saturday and Sunday.	CURRENT AFFAIRS
Footnote 11:25–11:30 p.m. MONDAY THRU SATURDAY	A report on some person, place, or event not in the day's news but still of current interest and significance.	
In My Opinion 6:15–6:30 p.m. MONDAY AND THURSDAY	A series that rounds out and explains the news by revealing its impact on well-known authors, columnists, and men in public life.	

PROGRAM AND TIME	DESCRIPTION
Open Hearing 10:30–11:00 p.m. EACH TUESDAY	From Washington, men and women who make and execute national policies discuss a major issue of the week. CBS moderator Winston Burdett reports background news underlying the issue and sums up the debate.
Red Barber—Sports 6:30–6:45 p.m. MONDAY THRU FRIDAY	Columbia's director of sports reviews the day's events, interviews sports stars, and from time to time calls in special reporters across the nation.
Report from the UN 11:15–11:30 p.m. EACH SUNDAY	Larry Lesueur sums up the week's developments at UN meetings in New York.
Report from Washington 6:15–6:30 p.m. EACH FRIDAY	A summary of the week on Capitol Hill sketched in against the broader background of current national questions.
Time For Reason—About Radio 1:30–1:45 p.m. EACH SUNDAY	For at least 20 weeks, beginning December 1, Lyman Bryson, CBS Counsellor on Public Affairs and Professor of Education at Columbia University, will devote his regular Sunday talks to a detailed analysis of broadcasting and its manifold problems.
Washington 6:00–6:15 p.m. EACH SATURDAY	Problems resulting from World War II, domestic economic questions, and trends affecting world security analyzed by network correspondents in the nation's capital.
Weekly News Review 2:00–2:30 p.m. EACH SUNDAY	An informative, careful summary of the week's developments in national and international affairs, business, labor, science, religion, and sports.
Word from the Country 6:15–6:30 p.m. EACH WEDNESDAY	A weekly spot-check of regional news, editorial opinion, and feature stories from various cities across the nation.

PROGRAM AND TIME	DESCRIPTION	
You and Alcohol 6:15–6:30 p.m. EACH TUESDAY *(Ends February 4, 1947)*	In a special 13-week series, recognized authorities from many professions discuss alcohol as a social problem and examine its medical, religious, and governmental aspects.	**CURRENT AFFAIRS**
E. Power Biggs, Organist 9:15–9:45 a.m. EACH SUNDAY	Playing in the Germanic Museum at Harvard University, he is joined by members of the Boston Symphony Orchestra to perform works for organ and various instrumental combinations.	**SERIOUS MUSIC**
Eileen Farrell 11:30–12:00 midnight EACH MONDAY	CBS continues the series of programs starring the young American singer, Eileen Farrell, accompanied by Bernard Herrmann and the Columbia Concert Orchestra. Her repertory will include well-known concert songs, operatic arias, and familiar operetta selections.	
Invitation to Music 11:30–12:00 midnight EACH WEDNESDAY	Distinguished soloists with the CBS Symphony Orchestra give emphasis to comparatively unfamiliar but important works of the great composers.	
Johnson Family Singers 9:45–10:00 a.m. EACH SUNDAY	Folk songs, hymns, and hillbilly ballads sung by the mixed voices of a Southern farm family of six. From Charlotte, N. C.	
Juilliard School of Music 11:30–12:00 midnight EACH THURSDAY	Musical classics and the works of eminent modern composers performed by instrumental ensembles and the string quartet of one of America's leading music schools.	
Music You Know 11:30–12:00 midnight EACH SUNDAY	Familiar selections of light classical music by the Columbia Concert Orchestra.	
Philadelphia Orchestra 5:00–6:00 p.m. EACH SATURDAY	Eugene Ormandy and guest conductors direct the orchestra, with famous soloists in a weekly symphony concert.	

	PROGRAM AND TIME	DESCRIPTION
SERIOUS MUSIC *Continued*	**Salt Lake Tabernacle Choir and Organ** 11:30–12:00 noon EACH SUNDAY	J. Spencer Cornwall, assisted by Richard P. Condie, conducts the Tabernacle Choir in this oldest consecutively presented radio series. Organists are Alexander Schreiner and Dr. Frank Asper. The "Spoken Word" is by Richard Evans.
LIGHT MUSIC	**Carolina Calling** 8:30–9:00 a.m. EACH SUNDAY	Musical variety program with a Southern accent, featuring hillbilly tunes, traditional spirituals, and folksongs of the Carolinas. Emcee Grady Cole's cast includes the "Briarhoppers," Fred Kirby, the Johnson Family Singers, and Harry Blair with the White Quartet. From Charlotte.
	Coffee Club 8:30–9:00 a.m. MONDAY THRU FRIDAY	From Boston comes this program of sparkle and pleasantries to start the day. Songs by Gloria Carroll and Gene Jones and smooth music by Frank Bell and his Java Jivers. Carl Moore is emcee.
	Dance Orchestra VARIOUS HOURS	Every night—and often during the day—Columbia broadcasts the music of the ranking dance orchestras from all over the country. Throughout the week, CBS audiences can hear: BLUE BARRON COUNT BASIE LES BROWN JIMMY DORSEY CHUCK FOSTER BENNY GOODMAN SAMMY KAYE HENRY KING ELLIOT LAWRENCE GUY LOMBARDO JOHNNY LONG VAUGHN MONROE LEIGHTON NOBLE LOUIS PRIMA JOE REICHMAN ALVINO REY DUKE ELLINGTON CHARLIE SPIVAK CLAUDE THORNHILL ORIN TUCKER TOMMY TUCKER TED WEEMS
	The Mariners 8:15–8:30 a.m. EACH SUNDAY	Four former members of the U.S. Coast Guard continue a war-born quartet. They are: Martin Bougham, James Lewis, Thomas Lockard, and Homer Smith.

PROGRAM AND TIME	DESCRIPTION	
Matinee At Meadowbrook 4:00–4:30 p.m. EACH SATURDAY	Weekly program of dance music by the name-band currently playing at Frank Dailey's Meadowbrook, in suburban New Jersey.	**LIGHT MUSIC**
Oklahoma Round-Up 9:15–10:00 a.m. MONDAY THRU FRIDAY	Songs, humor, and folklore of the Southwest in a variety program written and presided over by Hiram Higsby.	
Treasury Bandstand 3:00–3:30 p.m. EACH SATURDAY	Popular and semi-classical music by Elliot Lawrence and his orchestra.	
Waitin' for Clayton 7:00–7:15 p.m. EACH SATURDAY	Patti Clayton, the bright new singing star who first made her mark with Arthur Godfrey. Archie Bleyer conducts the orchestra on her program of popular ballads.	
The Columbia Workshop 6:15–6:15 p.m. EACH SATURDAY	The noted dramatic laboratory, which seeks to advance the radio art through testing new styles and techniques in writing, directing, and acting.	**DRAMATIC SERIES**
Time to Remember 10:45–11:00 a.m. MONDAY THRU FRIDAY	Milton Bacon draws from his rich fund of regional legends and true stories collected after many years of travel into every state of the union. Many of the stories are dramatized in this unique program of American folklore.	
Arthur Godfrey 11:00–11:30 a.m. MONDAY THRU FRIDAY	Fred Allen calls him "the Huckleberry Finn of radio." Godfrey presides as master of ceremonies over his own musical and variety show. His banter and contagious chuckling are accompanied by an orchestra, chorus and several vocalists.	**LIGHT ENTERTAINMENT**
Arthur Godfrey's Talent Scouts 10:00–10:30 p.m. EACH TUESDAY	Godfrey's legion of loyal listeners bring in their discoveries for competitive auditions that mean a reward for the talent scout and a chance at the big time for the performer.	

	PROGRAM AND TIME	DESCRIPTION
LIGHT ENTERTAINMENT *Continued*	**Cinderella, Inc.** 3:00–3:30 p.m. MONDAY, WEDNESDAY AND FRIDAY	Four representative housewives from all quarters of the country visit New York, with all expenses paid, for a four-week fling at the city's theaters, night clubs, beauty parlors, and department stores. Afternoons they tell about their adventures and introduce celebrities they meet along the way.
	Renfro Valley Folks 9:30–10:00 a.m. EACH SATURDAY	John Lair's spirited and authentic hillbilly variety show, featuring Lily May Ledford and the Coon Creek Girls. It originates in an old-time log cabin settlement outside Louisville, Kentucky.
	Sweeney & March 10:30–11:00 p.m. EACH MONDAY	Satires on everyday life, and on themselves, by gullible Bob Sweeney and his tormentor, Hal March. Music by Wilbur Hatch.
	Winner Take All 3:30–4:00 p.m. MON. THRU FRI.	Audience participation quiz program that allows a successful contestant to stay on the show indefinitely, as long as he can produce the answers.
EDUCATIONAL PROGRAMS	**Adventures in Science** 2:45–3:00 p.m. EACH SATURDAY	Watson Davis, Director of Science Service, brings to the microphone prominent guest scientists who explain recent discoveries in industry and medicine and report on recent scientific progress.
	CBS School of the Air 5:00–5:30 p.m. MONDAY—World Neighbors TUESDAY—Gateways to Music WEDNESDAY—March of Science THURSDAY—Tales of Adventure FRIDAY—Opinion Please	Columbia's notable education series, planned to supplement school work and encourage joint child-and-parent listening. Leading educational organizations guide the development of its programs on music, science, literature, current opinion, and contemporary life in member nations of the UN. Now in its 17th year.

PROGRAM AND TIME	DESCRIPTION
EDUCATIONAL PROGRAMS	
Columbia's Country Journal 2:00–2:30 p.m. EACH SATURDAY	The farmer's daily problems and his role in the nation's business form the weekly theme of Columbia's "radio farm magazine." Originating in Washington for national farm news, it switches to various farm regions of the country high-lighting local problems and developments.
Invitation to Learning 12:00–12:30 p.m. EACH SUNDAY	Distinguished scholars, authors and critics meet informally on this series to discuss the outstanding classics of world literature. Over three hundred books have been analyzed on this program, which is now in its sixth year on the air.
Of Men and Books 2:30–2:45 p.m. EACH SATURDAY	On this popular series now in its eighth year on CBS, John Mason Brown, associate editor and drama critic of the *Saturday Review of Literature,* discusses the latest books and their authors.
People's Platform 1:00–1:30 p.m. EACH SUNDAY	Provocative issues of the day informally debated by two or more speakers who stress their opposing views, but seek also a common meeting ground.
Yours Sincerely 12:30–1:00 p.m. EACH SUNDAY	Charles Collingwood in New York and Lionel Gamelin, BBC, in London further the interchange of American and British culture and information by answering letters written by the radio audience of each other's country.
RELIGIOUS BROADCASTS	
Church of the Air 10:00–10:30 a.m. 10:30–11:00 a.m. EACH SUNDAY	In its 16th consecutive year, the pulpit of Columbia's *Church of the Air* continues to be impartially available, twice each Sunday, to America's religious faiths.
Wings Over Jordan 11:05–11:30 a.m. EACH SUNDAY	The renowned twenty-voice choir sings spirituals and gospel songs. The Rev. Glynn T. Settle conducts the responsive Bible reading and gives a brief inspirational message.

	PROGRAM AND TIME	DESCRIPTION
SPECIAL CBS SHORTWAVE BROADCASTS TO LATIN AMERICA *CBS transmits on* *WCBX, New York* *WCRC, New York* *WCBN, New York* *WCDA, New York*	**News, News Features and Entertainment Beamed to The Network of the Americas** In: SPANISH PORTUGUESE	From 5:00 p.m. till 1:00 a.m. the following morning Columbia programs are beamed to all Latin America in both Spanish and Portuguese. News, cultural and sports features are emphasized; musical and dramatic shows, many of which are rebroadcast on standard wave by Columbia's 123 affiliated stations in Latin America, round out the entertainment schedule.
SPECIAL CBS SHORTWAVE BROADCASTS TO EUROPE AND THE EAST *CBS transmits on* *WCBX, New York* *WCRC, New York* *WCDA, New York* *WOOC, New York* *WOOW, New York* *WCBN, New York*	**News, News Features and Entertainment Beamed Overseas** In: ENGLISH FRENCH ITALIAN GERMAN POLISH SERBO-CROATIAN DUTCH CZECH	News and news features in eight languages occupy the major portion of the CBS program schedule beamed to Europe, Africa, the Near East and Asia. The European schedule includes entertainment and cultural programs produced in English for English-speaking listeners and U.S. military and government personnel abroad, as well as daily programs of American music broadcast in French and Italian. For more than a year, CBS has been operating at Delano, California the two new 50 kw transmitters (KCBA and KCBF) and also the giant 200 kw. transmitter, KCBR, all equipped with a system of highly directional antennas. These transmitters provide a West Coast originating base for programs serving troops in the Pacific and in carrying out the program of the occupation of Japan and the former Japanese-held territories. Languages used on the West Coast transmissions include Chinese, Siamese, Korean, Malayan, Dutch and English.

SPECIAL BROADCASTS: FALL, 1946

Listed here are a representative group of special CBS broadcasts under two general categories:

1. Sustaining broadcasts of distinctive program value.
2. Programs of public significance arranged by the CBS Talks Department.

These broadcasts are scheduled on a week to week, day to day, and even, on occasion, hour to hour basis. This flexibility helps to sharpen the broadcasts from the point of view of public service and timeliness.

NOTABLE BROADCASTS:

SEPTEMBER 22 and 29. For an hour and a half on each of these two Sundays, in a special program titled *Stars in the Afternoon*, CBS introduced the major entertainment shows scheduled for its 1946-47 season. On both occasions part of a huge cast gathered in New York, part in Hollywood, and the spotlight moved from coast to coast as the drama unfolded. In the first program the central parts were played by Frank Sinatra and Dinah Shore; in the second by Ozzie and Harriet Nelson.

OCTOBER 16. On the night following the Nuremberg dawn that ended the lives of the ten remaining leaders of Nazi Germany, Columbia presented a special documentary program, *The Empty Noose*. Recalling some of the origins of the Second World War and the reasons for the war crimes trials, the program dramatized five episodes in the careers of key Nazi leaders. The program's theme and title suggested the essential implication of the Nuremberg trials: that similar punishment awaits the leaders of any future resurgence of fascism.

OCTOBER 23. On the occasion of the opening session of the United Nations General Assembly at Flushing Meadows, CBS broadcast President Truman's welcoming address. Then as the ceremonies continued, UN reporter Larry Lesueur calledon five other Columbia newsmen to comment on the President's speech and to help explain the problems and legislative machinery of the General Assembly.

NOVEMBER 5. After several preliminary reports through the early evening, at 10:30 p.m. EST Columbia's news staff took over the remainder of the Election Night schedule to continue a running commentary on the progress of voting returns until 2 a.m. Approximately every half-hour Robert Trout summed up national trends; in the intervals between his reports six others—Ned Calmer, Charles Collingwood, John Daly, Douglas Edwards, Bill Henry, and Quincy Howe—took turns analyzing regional returns in detail.

NOVEMBER 12, 19, and 26. On the first of these three Tuesdays (6:15-6:30 p.m. EST) an eminent biometrician, Dr. E. M. Jellinek, spoke on "A National Problem" and thus introduced a special 13-week CBS series of discussions on *You and Alcohol*. Dr. Jellinek is director of the Section on Alcohol Studies of the Laboratory of Applied Physiology at Yale University. He was followed on November 19 by Dr. Henry W. Newman, of the Stanford University Medical School, and on the 26th by Dr. Carney Landis of the New York State Psychiatric Institute. As the series progresses in later weeks, ten more authoritative voices from many professions will continue to explore the facts about alcohol and develop other social, medical, religious, and governmental aspects of the problem.

TALKS:

SEPTEMBER 21. JAMES M. LANDIS, Chairman of the Civil Aeronautics Board, reported results of the London conference on international air problems: 10:45-11:00 p.m. EDT.

SEPTEMBER 28. Visiting the United States to attend the inaugural meetings of the International Bank, Britain's Chancellor of the Exchequer HUGH DALTON discussed "Postwar Britain—a Progress Report": 10:45-11:00 p.m. EDT.

OCTOBER 3. Lieutenant Colonel BURTON F. ELLIS, Army prosecuting attorney, discussed the verdicts at the Nuremberg trials and their possible effect on other American war crimes trials: 11:30-11:45 p.m. EST.

OCTOBER 5. J. WARD MAURER, Advertising Director of the Wildroot Company, Inc., talked about the value of nationally advertised brands to the consumer: 10:45-11:00 p.m. EST.

OCTOBER 8. From the 34th National Safety Congress in Chicago, W. EARL HALL spoke on "Whose Job Is Safety?": 2:45-3:00 p.m. EST.

OCTOBER 8. Receiving the Freedom House annual award for his contribution to world peace, BERNARD M. BARUCH reviewed the United States' proposals for control of nuclear energy and told why he considers them the minimum conditions for international security: 10:30-11:00 p.m. EST.

OCTOBER 10. WELLINGTON KOO, Chinese Ambassador to the United States, appraised his country on the 35th Anniversary of the Republic of Sun Yat Sen: 11:30-11:45 p.m. EST.

OCTOBER 11. MILLARD RICE, National Director of Employment for the Disabled American Veterans, stressed the capacities of physically handicapped veterans for productive work: 2:45-3:00 p.m. EST.

OCTOBER 12. On the eve of the first National Conference on the Control of Juvenile Delinquency, Attorney General TOM C. CLARK explained some "grass roots" aspects of this national problem: 10:45-11:00 p.m. EST.

OCTOBER 16. Two women leaders of today, GRACE S. STOERMER, banker, and DR. MARY SINCLAIR CRAWFORD, college dean, spoke on "Women Leaders of Tomorrow": 2:45-3:00 p.m. EST.

OCTOBER 19. WILHELM MUNTHE MORGENSTIERNE, Norwegian Ambassador to the United States, described Norway after a year of peace: 10:45-11:00 p.m. EST.

OCTOBER 19. Just returned from abroad, SENATOR ARTHUR H. VANDENBERG delivered his first public report on the Paris Peace Conference: 7:00-7:30 p.m. EST.

OCTOBER 20. CAMILLE GUTT, Belgian Minister of Finance and Managing Director of the International Monetary Fund, discussed the World Bank: 1:30-1:45 p.m. EST.

OCTOBER 29. Speaking at a New York forum on "The Struggle for Justice as a World Force," four men of widely varied backgrounds examined the ingredients of a new international order. GEORGE PECK told about a group of university professors with whom he is drafting a proposed world charter, and ARCHIBALD MACLEISH, U.S. delegate to UNESCO, defined the mission of that body (4:30-5:00 p.m. EST). Later SENATOR BRIEN MCMAHON and Cornell physicist PHILIP MORRISON discussed the control of atomic energy (10:30-11:00 p.m. EST).

NOVEMBER 2. From Berlin LIEUTENANT GENERAL LUCIUS D. CLAY reported on the progress of military government in Germany: 10:45-11:00 p.m. EST.

NOVEMBER 9. JAN MASARYK, Foreign Minister of Czechoslovakia and son of the founder of the Czechoslovakian Republic, spoke on "The People's Movement in Support of the United Nations": 10:45-11:00 p.m. EST.

NOVEMBER 12. DONALD RUSSELL, Assistant Secretary of State, explained a recent act of Congress designed "to improve, strengthen, and expand the Foreign Service": 2:45-3:00 p.m. EST.

CBS TELEVISION

Columbia's steady development of the television art was given impetus in recent weeks by the following:

FCC HEARING ON COLOR. On December 9th the Federal Communications Commission will begin hearings on Columbia's proposal that commercial standards be established for ultra high frequency color television. The CBS petition said, in part:

"Color television in the ultra high frequencies is an advanced form of television, is technically feasible, and is an outstanding improvement...(it) is capable of rendering a truly nationwide and competitive television service—not possible on the lower frequencies because of the smaller number of channels ...The greater appeal of color and ghost-free images will accelerate development of a television audience..."

KING'S PARTY LINE. The main ingredients of a new CBS black-and-white television show are John Reed King and a brace of telephones. With the help of six volunteers from the studio audience, King poses visual questions (charades, observation tests, and so on) and asks the television audience to phone in the answers. The first to call wins the prize; so far two operators and eleven lines cannot keep the calls from banking up. This "sock video presentation" *(Variety)* is available for sponsorship and is currently scheduled on Saturdays at 7:30-8 p.m. EST.

THOSE DODGERS. The Brooklyn Baseball Club has assigned to CBS the first exclusive long-term television rights to a major league team's schedule. Beginning with the 1947 season, Columbia will scout the Dodgers in Spring training in Havana for color and background material and will broadcast the team's home games. In announcing the agreement, Frank Stanton, CBS president, said:

"The addition of these baseball games to our schedule, which already includes a large number of television broadcasts of Madison Square Garden events, certainly assures CBS a dominant position in television sports programming."

NEW CALL. On November 2, the same day WABC became WCBS, Columbia's New York television station, WCBW, also changed its call letters, to: WCBS-TV.

RATE CARD. A new WCBS-TV rate card lists current charges for studio facilities, film service, time signals, and weather reports. With 15 minutes of studio time at $60 and air time still free, this card is not only useful now but will certainly be something to show your grandchildren.

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CBS PROGRAM BOOK SUPPLEMENT · JANUARY 1, 1947

NEW CBS SPONSORED PROGRAMS (All times are Eastern Standard Time)

B. T. BABBITT, INC. *(94th Week on CBS)* **David Harum** *Serial drama* *(Starts January 13)*	Mon. thru Fri. 10:45–11:00 a.m. 53 CBS stations ORIGINATES: WCBS	Bab-O *Duane Jones Co., Inc.*
FERRY-MORSE SEED COMPANY *(80th Week on CBS)* **Garden Gate** with Tom Williams *Garden talks* *(Starts January 11)*	Saturday 9:15–9:30 a.m. 149 CBS stations ORIGINATES: WLAC	Seeds *MacManus, John & Adams, Inc.*
GILLETTE SAFETY RAZOR CO. *(124th Week on CBS)* **Orange Bowl Game** *Sports*	Wednesday, Jan. 1 1:45–4:15 p.m. 151 CBS stations ORIGINATES: WQAM	All Products *Maxon, Inc.*
THE CHARLES E. HIRES COMPANY *(1st Week on CBS)* **The Hires Sunday Party** *Musical* *(Starts January 26)*	Sunday 2:30–3:00 p.m. 100 CBS stations ORIGINATES: WCBS	Hires Root Beer *N. W. Ayer & Sons, Inc.*
W. A. SHEAFFER PEN COMPANY *(1st Week on CBS)* **Adventurers' Club** *Dramatic* *(Starts January 11)*	Saturday 11:30–12 noon 155 CBS stations ORIGINATES: WBBM	Pens, Pencils, Skrip *Russel M. Seeds Co., Inc.*
TONI, INC. *(27th Week on CBS)* **Give and Take** *Audience participation*	Saturday 2:00–2:30 p.m. Rebroadcast 2:30–3:00 p.m. 155 CBS stations ORIGINATES: WCBS	Toni Home Permanent Wave *Foote, Cone & Belding*

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CBS PROGRAM BOOK SUPPLEMENT · FEBRUARY 1, 1947

NEW CBS SPONSORED PROGRAMS (All times are Eastern Standard Time)

METROPOLITAN LIFE INSURANCE CO. *(21st Week on CBS)* **Eric Sevareid** *News* *(Starts February 17)*	Mon. thru Fri. 6:00–6:15 p.m. 51 CBS stations ORIGINATES: WCBS AND WTOP	Insurance Services *Young & Rubicam, Inc.*
SAFEWAY STORES, INC. *(68th Week on CBS)* **Bob and Victoria** *Serial drama*	Mon. thru Fri. 3:00–3:15 p.m. 32 CBS stations ORIGINATES: KNX	All Products *Ruthrauff & Ryan, Inc.*

MONTHLY CORRECTIONS — CBS SPONSORED PROGRAMS

Page 8	**GENERAL ELECTRIC COMPANY**	Cancel series.
Page 11	**MANHATTAN SOAP CO., INC.**	Add rebroadcast time, 4:30–4:45 p.m., to listing for "The Strange Romance of Evelyn Winters".
Page 14	**R. J. REYNOLDS TOBACCO COMPANY**	Change point of origination for the "Vaughn Monroe Show" to KNX.
Page 15	**UNITED-REXALL DRUG CO.**	Change name to Rexall Drug Co.
January 1 Supplement	**CHARLES E. HIRES CO.**	Change listing to "Here's To Ya."

MONTHLY CORRECTIONS — CBS PACIFIC NETWORK PROGRAMS

Page 17	**LOMA LINDA FOOD COMPANY**	Cancel series.
Page 18	**METROPOLITAN LIFE INSURANCE CO.**	Cancel series after February 13.

NEW CBS PACIFIC NETWORK PROGRAMS (All times are Pacific Standard Time)

CALIFORNIA PRUNE & APRICOT GROWERS' ASSN. *(198th Week on CBS)* **Surprise Theater** with Knox Manning *Narrations*	Sunday 8:25–8:30 p.m. ORIGINATES: KNX	Sunsweet Tenderized Fruits *Long Advertising Service*
CHEMICALS, INC. *(119th Week on CBS)* **Meet The Missus** *Audience participation*	Friday 2:30–2:45 p.m. ORIGINATES: KNX	Vano Household Chemical *Garfield & Guild*
GROVE LABORATORIES, INC. *(105th Week on CBS)* **Melody Trail** *Western ballads*	Mon., Wed., Fri. 12:15–12:30 p.m. ORIGINATES: KNX	Beaumont Four-Way Cold Tablets *J. D. Tarcher & Co.*

MONTHLY CORRECTIONS · CBS SPONSORED PROGRAMS

Page 4	**AMERICAN HOME FOODS, INC.**	Cancel "Give and Take" series.
Page 7	**CRESTA BLANCA WINE CO.**	Change time to Wednesday, 10:00–10:30 p.m.
Page 8	**GENERAL ELECTRIC COMPANY**	Cancel series after January 10.
Page 12	**PRINCE MATCHABELLI, INC.**	Cancel series.

MONTHLY CORRECTIONS · CBS PACIFIC NETWORK PROGRAMS

Page 17	**COLONIAL DAMES, INC.**	Cancel series.
Page 19	**H. H. TANNER & COMPANY**	Change time to 1:30–2:00 p.m.

MONTHLY CORRECTIONS · COLUMBIA CALIFORNIA NETWORK

Page 19	**YELLOW CAB CO.**	Cancel series.

NEW CBS SUSTAINING PROGRAMS

One World Flight	Tuesday 10:00–10:30 p.m. ORIGINATES: WCBS	Through narration, wire recordings, and original music, Norman Corwin reports on his recent round-the-globe survey of the chances for world unity and peace. A special 13-week series.
Rochester Civic Orchestra	Tuesday 11:30–12 midnight ORIGINATES: WHEC	Concert series presenting an orchestra of 45 musicians who form the nucleus of the Rochester Philharmonic. Guy Fraser Harrison conducts.
House Party	Mon. thru Fri. 4:00–4:25 p.m. ORIGINATES: KNX	Art Linkletter's rollicking audience participation show. Last year just his studio audience alone came to 100,000 people and he figures he interviewed about 2900 of them.

MANUAL CORRECTIONS – CBS SUSTAINING PROGRAMS

Page 21	**QUINCY HOWE NEWS SUMMARY**	Cancel series after February 14.
Page 23	**YOU AND ALCOHOL**	Cancel series after February 11. ("Frontiers of Science" resumes series in same time period, 6:15–6:30 p.m. Tuesday, beginning February 18.)
Page 25	**TREASURY BANDSTAND**	Change time to Monday through Friday, 5:30–6:00 p.m.
Page 25	**TIME TO REMEMBER**	Cancel series.
Page 26	**CINDERELLA, INC.**	Cancel series.
January 1 Supplement	**BOUQUET FOR YOU**	Change time to 3:00–3:30 p.m.
January 1 Supplement	**ONCE UPON A TUNE**	Change time to Saturday, 6:15–6:45 p.m. (Program becomes regular weekly presentation of the Columbia Workshop.)

NEW CBS SUSTAINING PROGRAMS

The Range Riders	Mon. thru Fri. 8:45–9:00 a.m. ORIGINATES: WGAR	Five men and two girls in a program of western music: folk tunes and songs of the hill country.
Give and Take	Mon. thru Fri. 10:00–10:30 a.m. ORIGINATES: WCBS	Veteran emcee John Reed King leads studio and radio audiences through an hilarious obstacle course of quizzes, stunts, and contests.
Bouquet For You	Mon. thru Fri. 5:30–6:00 p.m. ORIGINATES: WCBS & WBBM	Popular ballads and dance music. Mon., Wed., Fri.: Howard Smith's orchestra with songs by Patti Clayton and Billy Williams. Tues., Thurs.: Caesar Petrillo's orchestra with Billy Leach and Louise King.
Cross-Section — U. S. A.	Saturday 3:00–3:30 p.m. ORIGINATES: WCBS	Interviews with representative Americans on current questions of paramount public interest. Nine business, labor, and farm organizations help pick topics and participants.
Once Upon A Tune	Sunday 2:30–3:00 p.m. ORIGINATES: WCBS	These new, imaginative musical-comedy miniatures are to radio what the best of cartoon fantasies are to the movies. Ray Darby is librettist; Morris Surdin, composer; Carl Beier, Jr., producer.

MONTHLY CORRECTIONS • CBS SUSTAINING PROGRAMS

Page 25	**ARTHUR GODFREY'S TALENT SCOUTS**	Change time to 9:30–10:00 p.m. (Tuesday).

NEW CBS SUSTAINING PROGRAMS

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CBS Program Book
Supplement for February
to be tipped in here

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Supplement for January
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